



## Syllabus

Academic Year	2023/2024
Program	Marketing
Course	Omnichannel Approach to Retailing
Term	I semester
Year	2
SSD	SECS-P/08
Credits	6

### INSTRUCTIONAL GOALS

This course provides an interdisciplinary overview of the retailing industry.

### INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

#### **Knowledge and understanding:**

This course provides advanced knowledge and analytical resources that will enable students to understand the retail industry and the various aspects of retailing strategy, merchandise management, human resources and store management, and customer service experience.

#### **Applying knowledge and understanding:**

The course sets out to adopt a problem-based learning approach. Therefore, students will be able to:

- Apply knowledge from retail and customer service experience to marketing strategy;
- Understand the impact of retailing strategies and decisions on consumers and stakeholders;
- Analyze how new technologies and trends shape, constrain, and enable retailing

#### **Making judgements:**

Students are expected to be confident when using the skills and knowledge acquired in this course to support marketing decision making. Furthermore, students are expected to be able to 1) discuss and evaluate key issues in retailing, 2) access specialized and reliable resources to support their analysis and decision-making process, and 3) work in team to provide solutions on controversial issues.

#### **Communications Skills:**

During the course students will be given the opportunity to improve their written and oral communication skills. They will be involved in in-class assignments and project works and will be required to write structured reports and power point presentations. Furthermore, students will be asked to present their results and ideas in public and, as such, will be encouraged to respond to the critical feedback and questions posed by the teaching team and their peers.

#### **Learning skills:**

This course will provide students with the tools they need to understand the retail industry. Analytical and creative thinking are required to analyze trends and controversies in this field. Students will learn how to provide solutions which support the marketing decision making process.



---

Pre-requisites	Knowledge of basic marketing and retailing principles.
Course content	The topics covered in this course provide a firm foundation in many facets of retailing, including merchandising, pricing, sourcing, logistics, site selection, human resources, store layout, and customer service and experience.
Reference Books	Slides, research papers, and other materials will be listed and made available on the e-learning platform.
Teaching Methods	Asynchronous and synchronous online teaching modes, with theoretical lectures, case-study discussion, practical exercises, project work and in-class presentations.
Assessment	There is no final exam. Students' performance will be evaluated by means of a continuous assessment and a project work. By continuous assessment we mean that students' work will be evaluated throughout the semester based on their participation and reaction to asynchronous activities, as well as on individual tests regarding specific assignments. Furthermore, students' overall assessment will integrate the evaluation of a team-based project work.

---