

Service and Retail Marketing - Seminar

Learning objectives and outcomes:

The service and retail sector constitutes the largest and fastest-growing segment of world economy. In comparison to manufactures of physical goods service organizations (e. g. tourism, professional services, banks, hospitals, hotels) and retail companies (e. g. discounter, department stores, mail order firms, and shopping centers) require a distinctive approach to marketing management. This course addresses the special needs and marketing problems of the industry segment and is especially designed for students who are interested in working in service or retail companies. Theoretical concepts of service and retail management are discussed and evaluated. At the completion of the course, students should be able to:

- Understand the unique marketing challenges of services as opposed to tangible goods.
- Identify the key elements for modifying the traditional marketing management process for the service & retail sector
- Design the marketing mix for service and retail companies
- Analyze, research, communicate and present their ideas and recommendations for various service and retail sectors

Content:

The course focuses on service and retail marketing. Topics covered include in general:

Service Marketing

- Characteristics of services
- Special aspects of consumer and market research for services
- Service marketing strategies
- Service marketing mix
- Models to control service quality

Teaching Methods:

This course is offered as a block seminar. Students have to prepare a seminar paper on a given topic in writing and present their results in class. Presentations will be followed by an intensive class discussion.

Conditions of Participation:

Admission to the HHL full-time Master Program in Management (M.Sc.).
Previous participation in courses related to foundations in marketing management, consumer behavior AND marketing research.

Application, combination and frequency:

The course is part of the elective module "Marketing Management". It can be chosen either in combination with all other courses of this module or as part of the module "Advanced General Management". The content is matched with the topics of other lectures within the module "Marketing Management". The course is held once a year.