1. INFORMATION ABOUT THE INSTRUCTOR

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2. COURSE DESCRIPTION, OBJECTIVES & CONTENT

COURSE DESCRIPTION:

This course will familiarize students with the decisions and strategies involved in running a retail firm in national and international markets. In the first part attention is devoted to retail strategy, company’s competitive sustainable advantage, merchandising and, customer service. In the second part, new perspectives in retailing are reviewed such as experiential marketing. Finally, luxury marketing and retailing is reviewed. Methodology includes case study resolution in class and presentations.

Retailers are increasingly looking to international markets for growth opportunities. For example: Carrefour, France’s hypermarket chain, is second-largest retailer in the world, (following Wal-Mart) and operating in 25 countries. To compete globally, retailers must be tuned to the needs of their local markets but exploit the scale economies gained through centralized and common systems. Furthermore, the luxury sector behaves in a particular manner. Finally, experiential
marketing and neuromarketing are causing a revolution in consumer behaviour that affect the retail sector.

In this context, “Retail Marketing” is a core module designed to build on the student’s critical knowledge of retailing in the marketing field.

COURSE OBJECTIVES:

The main course objective is to make students able to design a retail strategy plan that is the overall framework of actions that guides a retailer. The retailer has to plan for and adapt to a complex and changing environment. Consumers’ buying behavior changes quickly, it is essential to understand their expectations to segment the market and to adapt retailer positioning. Experiential marketing can help the retailer in doing that.

This course examines the importance of experiential marketing and the atmospherics and visual merchandising and describes how a retail store image is conveyed to consumers. These concepts are combined with the customer service. Luxury sector is analyzed.

Thus, on completion of this unit the student should be able to:

1. Acquire a global overview of Retail Marketing.
2. Recognize the key points of a good designed Retail Marketing Strategy.
3. Produce a store report based on the retail image, target market and competitive sustainable advantage, along with the main characteristics of the store considering the experiential marketing.
4. Learn the importance of experiential marketing in retailing
5. Learn the insights of the Luxury sector in retailing.
3. LEARNING METHODS

a. **Lectures** will be used to provide the conceptual framework. Students will be provided with the materials for every lecture. Every subject will be applied illustrating with selected case studies.

b. Emphasis will be given to student centred activities during the class, theoretical and practical sessions. This is why **Attendance** and **Class Participation** are very important to your success in this class.

c. **Team work** will include a group presentation in class, as well as several **case study** analysis. The students will be organized in mixed groups of students. I prefer to have teams formed by the students coming from different nationalities and/or cultures to
expose the different facets and perceptions. However, you can feel free to form your group. Office and class hours will be used to supervise the final group project.
d. **Extra activities**: DVD and, when possible, visiting stores will supplement the student activities, to ensure that a thorough knowledge and appreciation of current issues in "retailing" is gained.
e. **Mini-cases**, will be submitted by students.

### 4. ASSESSMENT

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance and participation (at least 80% of the total sessions)</td>
<td>10%</td>
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<tr>
<td>Retail store presentation and report (in group)</td>
<td>40%</td>
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<tr>
<td>Participation in class: individual &amp; group cases and activities (*)</td>
<td>50%</td>
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Students are encouraged to **participate** in class, interacting with the lecturer and when your classmates present or the cases are solved in class. You will have many opportunities to participate: I am always open to questions, and eager to hear from you. Questions, especially during the lectures help you, and everyone in class, learn the material much more effectively. As a group member you will have chances to participate during your and other group presentations and cases resolution, as well as in the practical sessions. Please, you learn by doing, by questioning, by participating.

**PLEASE NOTE**

- **Non-attendance at a student’s own presentation will result in a failure of that assignment** (if difficulties are preview, please contact the instructor in advance).

- **Students who do not hand in their work on time will lose 20% of their mark.**

### 5. BIBLIOGRAPHY


Luxury Fashion Branding: Trends, Tactics, Techniques - Okonkwo U. Palgrave Mcmillan


Sansolo, M. (2010). Illogic inside the mind of the shopper. In M. Stahlberg & V. Maila (Eds.), *Shopper Marketing: how to increase purchase decisions at the point of sale* (pp. 33-37). Kogan Page.


The following articles from Journals are also recommended:

**SOME JOURNAL ARTICLES**


De Juan, M.D., Sarabia, F.J., Chumpitaz, R. y Espinosa, A. (2011) "Shopping styles: analysing and contrasting the Spanish scenario", EAERCD The European Association for Education and
SOME JOURNAL ARTICLES

http://www.esade.edu/research/eng/am_sig_brand_colloquium


Note: Other readings may be assigned at later date handed out in class.

6. DISCLAIMER

I reserve the right to deviate from the schedule on the topical outline based on class progress and number of students in class. I will, however, try to avoid any major changes in the schedule in order to prevent any confusion. If at any time you have questions about the schedule, date assignments are due, etc., please, contact me by email.