



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMR24, Marketing and Branding in Retail, 7.5 credits**

*Marknadsföring och varumärkesbyggande inom retail, 7,5  
högskolepoäng*

**Second Cycle / Avancerad nivå**

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2015-01-27 to be valid from 2015-02-01, spring semester 2015.

### **General Information**

The course may not be included in a main field of study. The course is included in the Master Programme in Service Management and is given the second semester.

*Language of instruction:* English

### **Learning outcomes**

On completion of the course, the students shall be able to:

#### **Knowledge and understanding**

- demonstrate knowledge and understanding of different sociocultural theories and ways of applying them to marketing and branding in a retail context.

#### **Competence and skills**

- explore marketing and branding in a retail context aided by qualitative methodology,
- design marketing and branding strategies in a retail context supported by sociocultural theories.

#### **Judgement and approach**

- critically analyse and discuss marketing and branding in retail context supported by sociocultural theories.

## Course content

The course provides students with specialised knowledge of marketing and branding in the retail context from a sociocultural perspective.

The course consists of the following components:

1. 1. Seminars on retail and sociocultural theories (1 credit)

Text seminars in which the required reading is discussed.

2. 2. Seminars on retail and qualitative methodology (1 credit)

Seminars focusing on methodology in which students conduct group assignments on retail phenomena.

3. 3. Individual research project (5.5 credits)

An independent project in which students conduct a minor field study and analyse the data, supported by the requires reading.

## Course design

The teaching consists of lectures, seminars and supervision.

Attendance at seminars is compulsory unless there are special grounds An alternative form or date for compulsory components is offered to students who are not able to complete a compulsory component owing to circumstances beyond their control, e.g. accident, sudden illness or similar. This also applies to students who have missed teaching because of activities as a student representative.

## Assessment

The assessment is based on written assignments.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations.

Within a year of the end of the course, two further re-examinations on the same course content are offered.

After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

### *Subcourses*

1501 Paper 1, 1,0 hp Grading scale: Fail, Pass

1502 Paper 2, 1,0 hp Grading scale: Fail, Pass

1503 Paper 3, 5,5 hp Grading scale: Fail, E, D, C, B, A

## **Grades**

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

From the grades above is part 1 and 2 excepted. As grades for these parts, either Pass or Fail is used.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus, about the grading scale, and how it is applied in the course.

## **Entry requirements**

To be admitted to the course, students must have passed 30 credits in the Master's programme in Service Management (SASMA).

## **Further information**

The course replaces SMMP24.