



LUND
UNIVERSITY

Faculty of Social Sciences

SMMS24, Retail Marketing: A Socio-Cultural Perspective, 7.5 credits

Retail Marketing: Ett sociokulturellt perspektiv, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2016-02-10 and was last revised on 2016-02-10. The revised syllabus applies from 2016-03-01, spring semester 2016.

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

Main field of studies

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Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

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 in a retail context.

Competence and skills

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

Judgement and approach

- critically analyse and judge marketing strategies and marketing practises in a retail context supported by sociocultural theories.

Course content

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

The course consists of the following components:

1 Seminars on retail and sociocultural theories (1 credit)

Text seminars in which students conduct group assignment on analysing, synthesising and presenting selected required reading.

2 Seminars on retail and qualitative methodology (1 credit)

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

3 Independent research project (5.5 credits)

An independent project in which student conduct a minor field study and analyse the data, supported by the required 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 after the course has gone

through a major change or 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 that are part of this course can be found in an appendix at the end of this document.

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 component 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

For admission to the course, the student should have accomplished course requirements about 30 credits in the Master Programme in Service Management (SASMA).

Further information

This course replaces Marketing and Branding in Retail, SMMR24, 7.5 credits and may not be included in the same degree.

Subcourses in SMMS24, Retail Marketing: A Socio-Cultural Perspective

Applies from V16

- 1601 Paper 1, 1,0 hp
Grading scale: Fail, Pass
- 1602 Paper 2, 1,0 hp
Grading scale: Fail, Pass
- 1603 Paper 3, 5,5 hp
Grading scale: Fail, E, D, C, B, A