Program and Course Description

Retail and Consumer Management

Master of Arts

THI Business School

Study and Examination Regulation: WS 17/18

Summer Semester 2024 *(per 21.02.2024)*

Content

1 Overview of modules and hours (1–3. Semester) *

Nr.	CURRICULUM RETAIL AND CONSUMER MANAGEMENT	1. Semester Start in Winter		2. Semester Summer		3. Semester Winter/Summer	
	Module	SWS**	ECTS	SWS	ECTS	SWS	ECTS
1.1	Retail Lab: Consumer Projects and Project Management	4	5				
1.2	Retail and Consumer Management	4	5				
1.3	Electives	4	5				
2.1	Market Research and Consumer Behaviour in Retailing	4	5				
2.2	Trademark, Retail and Consumer Law	4	5				
2.3	Retail Locations and International Retailing	4	5				
3.1	Digital Commerce			4	5		
3.2	Retail Branding and Store Marketing			4	5		
3.3	Strategic Retail Management, Mergers and Acquisitions in Retailing			4	5		
4.1	Digital Marketing			4	5		
4.2	Sales and Customer Lifecycle Management			4	5		
4.3	Supply Chain Management in Retailing			4	5		
5	Retail and Consumer Project					4	5
6	Master Thesis						25
Total		**24**	**30**	**24**	**30**	**4**	**30**

*All further details are specified in the attachment of the respective Study and Examination Regulation (SPO Winter Semester 2017) here.

** Hours per week

3

2 Description of Modules

2.1 Compulsory Modules

2.1.1 Retail Lab: Consumer Projects and Project Management

Module abbreviation:	RCM_CPPM	SPO-No.:	1.1
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	1, 2
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	winter and summer term

Responsible for module:	Knoppe, Marc
Lecturers:	Knoppe, Marc
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Retail Lab: Consumer Projects and Project Management
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - presentation, 15 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students have to be prepared for a world that's changing fast. Students have to know more about disruptive retail and consumer models, about revolution in thinking and creating unexpected solutions.

Students will learn how innovations and business models are shaping the future of retailing, shopping and consumer behaviour. Students will analyse disruptive and non-disruptive retail and consumer business models driven by internet of me, augmented reality, digitalisation or basic business. Students will learn how to apply inventive business models that drive retail and consumer business.

Students know how to organize and manage a project. Students are prepared to handle specific assignments/projects at work.

The students are able to apply techniques and tools they have learned in international real-life projects.

Content:

Students will discuss new technologies, innovations and disruptive business models that are changing the face of retail and enhancing customer experience. Students will learn about new digital business models and non-traditional competitors. Students will explore the key issues of retail and consumer business models.

Students will learn to identify ideas, to analyse disruptive and non-disruptive businesses, to create a new strategy.

To be prepared in project management students will have the opportunity to take an extra course in project management:

VHB course:

Prof. Dr. Markus Westner

https://kurse.vhb.org/VHBPORTAL/kursprogramm/kursprogramm.jsp?kDetail=true

Literature:

Compulsory:
- PINTO, Jeffrey K., 2016. *Project management: achieving competitive advantage*. 4. Edition. Harlow: Pearson Education. ISBN 978-1-292-09479-3, 1-292-09479-6
- BERMAN, Barry, Joel R. EVANS und Patrali CHATTERJEE, 2018. *Retail management: a strategic approach*. T. Edition. Harlow, England: Pearson. ISBN 978-1-292-21467-2, 1-292-21467-8

Recommended:
- WANNENWETSCH, Helmut, 2004. *E-Supply-Chain-Management: Grundlagen, Strategien, Praxisanwendungen*. 2. Edition. Wiesbaden: Gabler. ISBN 3-409-22015-1
- TAYUR, Sridhar, 2003. *Quantitative models for supply chain management*. 6. Edition. Boston [a.o.]: Kluwer Acad. Publ. ISBN 0-7923-8344-3
- WILLIAMS, Luke, 2016. *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*. 2. Edition.

Additional remarks:

None

2.1.2 Retail and Consumer Management

Module abbreviation:	RCM_RCM		SPO-No.:	1.2
Curriculum:	**Programme**		**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1
Module attributes:	**Language of instruction**		**Duration of module**	**Frequency of offer**
	English		1 semester	only winter term

Responsible for module:	Knoppe, Marc
Lecturers:	Marques, Thiago; Shamma, Hamed M.
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Retail and Consumer Management
Lecture types:	SC / E: seminar course with exercises
Examinations:	schrP90 - written exam, 90 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students know the retail and consumer management basics and its relevance to an organization. Students can apply retail and consumer principles and have practical understanding of the retail and consumer business.

After passing the elective, students would know how to:

- Develop a business idea to a business model
- Identify key success factors for implementation
- Prepare implementation on basis of a minimal viable product approach
- Prepare a business plan

The course provides students with an overview of retail management. In this course, we will explore contemporary retail management issues. In this course you will gain an understanding of retail trends, technology in retail, merchandize planning and management, location, human resource management, customer service, e-retailing among other topics. This course will give you the insight into the retailing environment that will enable you to make informed decisions. It will also help you develop an understanding and appreciation of the challenges and opportunities of starting, managing, expanding and succeeding in retail.

Content:

- Introduction to retail and consumer management and its evolution

- RCM before and after the digital revolution
- Creating customer value, satisfaction and loyalty
- Brand building, equity, turnover and company value driven marketing strategies
- Key Performance Indicators for successful retail marketing
- Ideation / Design Thinking
- Value Proposition Design
- Business model canvas
- Business model innovation
- Minimal viable product (MVP) and testing
- Prototyping
- Business plan
- Pitch presentations

Literature:

Compulsory:

- KAWASAKI, Guy, 2015. *The Time Tested, The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything*. r. Edition. [London] [a.o.]: Portfolio Penguin. ISBN 978-0-241-18726-5, 978-1-59184-811-0
- RIES, Eric und Ursula BISCHOFF, 2017. *The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses*. 2017. Edition. New York: Currency. ISBN 978-1-5247-6240-7

Recommended:

- GASSMANN, Oliver, Karolin FRANKENBERGER und Michaela CSIK, 2014. *The business model navigator: 55 models that will revolutionise your business*. Harlow [a.o.]: Pearson. ISBN 978-1-292-06581-6
- OSTERWALDER, Alexander, Trish PAPADAKOS und Gregory BERNARDA, 2014. *Value proposition design: how to create products and services customers want*. Hoboken, NJ: Wiley. ISBN 978-1-118-96805-5, 1-118-96805-0
- CROLL, Alistair und Benjamin YOSKOVITZ, 2013. *Lean analytics: use data to build a better startup faster*. 1. Edition. Beijing [a.o.]: O'Reilly. ISBN 978-1-449-33567-0, 1-449-33567-5

Additional remarks:

2.1.3 Market Research and Consumer Behaviour in Retailing

Module abbreviation:	RCM_MRCBR	SPO-No.:	2.1
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	1, 2
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	First part in summer term, second part in winter term

Responsible for module:	Knoppe, Marc
Lecturers:	Gupta, Shipra (SS24); Shamma, Hamed M. (WS24/25) (see additional remarks)
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Market Research and Consumer Behaviour in Retailing
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - project thesis
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Market Research

It will be illustrated the interaction between retail and consumer research and retail and consumer management decisions. A focus will be on digital research like google analytics. Students will learn a practical framework for conducting market research to highlight qualitative and quantitative retail and consumer research strategies. Students will know to use a SPSS program. Students will apply the topic by handling different cases.

Consumer Behaviour

Students will understand consumer behavior. Students will learn that consumer behaviour is central to the planning, development, and implementation of successful marketing strategies. Students are able to evaluate the consumer behaviour of all target groups along all touchpoints shown by a customer journey. Students will apply the topic by handling different cases.

Students will learn how new technology is influencing retail and consumer behaviour.

The course provides students with the framework for conducting marketing research. During this module, students will be introduced to the marketing research tools which aid marketing managers in marketing decisions. Students will also be introduced to the marketing research process and explain how it is used to

collect and analyze information to solve practical marketing problems using examples from real world contexts. The course offers hands-on experience in marketing research-based data analysis.

The course provides students with an overview of consumer behavior. This will involve analyzing the consumer buying decision process and the factors affecting this process. Issues such as the shifting in values of the German, European and multinational societies, how to appeal to different markets and how we can change attitudes will be tackled. We will often take the perspective of a marketing manager who needs knowledge of consumer behavior in order to develop, evaluate, and implement effective marketing strategies.

Content:

Market Research
- Introduction
- Defining the Marketing Research
- Research Design
- On- and Offline Research
- Interpretation of results
- Consumer Decision-Making, Marketing Ethics
- Consumer Research

Consumer Behaviour
- Consumers, Marketers, and Technology
- Technology-Driven Consumer Behavior
- Segmentation, Targeting, and Positioning
- Consumer Motivation and Personality
- Consumer Perception
- From Print and Broadcast Advertising to Social and Mobile Media
- Reference Groups and Word-of-Mouth
- Consumers in their Social and Cultural Settings
- New technology is influencing retail and consumer behaviour

Literature:

Compulsory:
- MALHOTRA, Naresh K., 2010. *Marketing research: an applied orientation*. 6. Edition. Boston [a.o.]: Pearson. ISBN 978-0-13-609423-4, 0-13-609423-6
- SCHIFFMAN, Leon G. und Joseph WISENBLIT, 2015. *Consumer behavior*. 11. Edition. Boston [a.o.]: Pearson. ISBN 978-0-273-78713-6, 0-273-78713-6

Recommended:
None

Additional remarks:

The first part of the lecture will be held in SS24 (Mrs. Gupta). The second part of the lecture (Mr. Shamma) will take place in WS24/25.

2.1.4 Trademark, Retail and Consumer Law

Module abbreviation:	RCM_TRCL	SPO-No.:	2.2
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	1, 2
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	First part in winter term, second part in summer term

Responsible for module:	Knoppe, Marc
Lecturers:	Wanning, Benjamin (WS23/24); Wappner, Celina (SS24) (see additional remarks)
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Trademark, Retail and Consumer Law
Lecture types:	SC / E: seminar course with exercises
Examinations:	schrP90 - written exam, 90 minutes (see additional remarks)
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students learn the basics of the European legislative process and the most important European and German company forms. They receive an introduction to German Civil Law and compare the German provisions to those in the Angloamerican law. In addition, they take a first look at Patent and Trademark Law. Students get an overview of the most important European data protection rules.

Content:

European Law

Corporate Law

Civil law

Data Protection

Tax

Literature:

Compulsory:
- Literature will be announced at the beginning.

Recommended:
None
Additional remarks:
The first part of the lecture was held in WS23/24 (Mr. Wanning). The second part of the lecture (Ms. Wappner) will take place in SS24.
The examination on the entire content of the lecture "Trademark, Retail and Consumer Law" takes place at the end of SS24.

2.1.5 Retail Locations and International Retailing

Module abbreviation:	RCM_RLIR		SPO-No.:	2.3
Curriculum:	Programme		Module type	Semester
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1
Module attributes:	Language of instruction		Duration of module	Frequency of offer
	English		1 semester	only winter term

Responsible for module:	Vogler, Thomas
Lecturers:	Vogler, Thomas
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Retail Locations and International Retailing
Lecture types:	SC / E: seminar course with exercises
Examinations:	mdlP - oral exam, 15 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The students shall be able to develop solutions in critical situations that can occur in international retailing - they shall get a feeling of the complexity of retailing esp. in different countries and under consideration of real estate issues.

They shall be able to understand what is essential in buying real estate with a retail store or buying a retail chain.

They should be able to develop their own opinion about future in retail - esp. brick and mortar retail.

They shall get an understanding of sustainability esp. in real estate for retail.

They shall get acquainted with different methods of turnover prediction- their weaknesses and strength.

Content:

Nearly every lesson starts with a role play - students have to discuss and find a solution for a given situation that is real estate and retail related. The different solutions will be discussed.

Following issues will be presented and discussed:

Internationalisation and growth- implications for brick and mortar retailer

WalMart in Germany - why did they fail?

Real Estate in different legal systems

Case buying a retail store (real estate with store) with financial implications

Sustainability in retail- esp for Real Estate
Trade Areas
Different Turnover estimation methodes
Future of real estate in retail
Assett management in retail
Strategic support of retail by real estate
The students have to read beside the books down what will be supplied from my side in moodle.

Literature:

Compulsory:
- LEVY, Michael und Barton WEITZ, *Retailing Management - chapter 7 and 8*. 8. Edition. ISBN 987-0-07-122098-9
- ZENTES, J., 2017. *Strategic Retail Management chapter 8*.
- BARKHAM, Richard, 2012. *Real estate and globalisation, chapter 1,2,.5*. Hoboken, N.J.: Wiley-Blackwell. ISBN 978-0-470-65597-9, 978-1-118-35167-3

Recommended:
- THRALL, Grant Ian, *Business Geography and new real estate market analysis chapter 1 and 7*.
- NOZEMAN, Ed F., 2014. *European metropolitan commercial real estate markets: Ed F. Nozeman ... (ed.)* [online]. Berlin [a.o.]: Springer PDF e-Book. ISBN 978-3-642-37851-5, 978-3-642-37852-2. Verfügbar unter: https://doi.org/10.1007/978-3-642-37852-2.
- ELLISON, Louise und Victoria EDWARDS, 2004. *Corporate Property management aligning real estate with business strategy*.
- SQUIRES, Graham, *Routledge Companion to Real Estate Development chapter 5, 8, 14, 15, 17, 18, 20*.
- TOSHIHARA, Ishikawa, 2016. *Dynamic Locational Phases of Economic Activity in the Globalized World Part 1*.

Additional remarks:

None

2.1.6 Digital Commerce

Module abbreviation:	RCM_DC		SPO-No.:	3.1
Curriculum:	Programme		Module type	Semester
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1, 2
Module attributes:	Language of instruction		Duration of module	Frequency of offer
	English		1 semester	only summer term

Responsible for module:	Stummeyer, Christian
Lecturers:	Stummeyer, Christian
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Digital Commerce
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - Project thesis
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The students acquire application- and practice-oriented in-depth knowledge of innovative concepts, processes and applications in Digital Commerce:

- They understand the most important developments around the digitalization of society and retail and the future of commerce.
- They acquire the basic knowledge and skills for entering digital commerce.
- They know the essential elements of the value chain in digital commerce.
- They are able to apply the acquired knowledge within the framework of a practical project.

The students also train their analytical skills, presentation techniques and communication skills.

Content:

Introduction: Digitalization of society and retail

Digital Basics

- Target groups and targeting
- Usability, User Experience and Customer Experience
- Conversion Rate Optimization
- Website Check
- KPIs and Web Analytics

Digital Commerce

- The future of retail
- The digital channel within different channel concepts
- Driver tree in e-commerce
- Basics of Digital Commerce Systems
- Processes in E-Commerce
- Digital Commerce Scenarios in Retail
- Digital PoS
- Artificial Intelligence in Digital Commerce
- Success factors of digital business models

Literature:

Compulsory:

- ZENTES, Joachim, Dirk MORSCHETT und Hanna SCHRAMM-KLEIN, 2017. *Strategic Retail Management - Text and International Cases*. 3. edition. Wiesbaden: Springer Gabler. ISBN 3-658-10182-2, 978-3-658-10182-4
- CHAFFEY, Dave, 2015. *Digital business and E-commerce management: strategy, implementation and practice*. S. edition. Harlow: Pearson Education Limited. ISBN 978-0-273-78657-3, 0-273-78657-1

Recommended:

Additional remarks:

Besides the lecture, the students will also work with an E-Commerce System to get practical experience.

2.1.7 Retail Branding and Store Marketing

Module abbreviation:	RCM_RBSM	SPO-No.:	3.2
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	1, 2
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	only summer term

Responsible for module:	Hackl, Oliver
Lecturers:	Hackl, Oliver
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Retail Branding and Store Marketing
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - Project thesis
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students understand the need of retailers become a memorable brand in consumer's mind. In times of digitization retailers more than ever before have to develop a strong brand image that influence consumers positively. Students learn how to carefully construct and maintain a retail brand.

Content:

- Basic theoretical concepts of retail branding
- Understanding the sources of brand richness
- Identifying and understanding relevant brand touchpoints
- Branding customer's access to a retail brand
- Branding in-store personalities and atmospheres
- Branding price, promotion and assortment
- Creating rich brand experience by digital technologies

Literature:

Compulsory:
- Will be announced at the beginning

Recommended:
None

Additional remarks:
None

2.1.8 Strategic Retail Management, Merger and Acquisitions in Retailing

Module abbreviation:	RCM_SRMMAR	SPO-No.:	3.3
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	1, 2
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only summer term

Responsible for module:	Knoppe, Marc
Lecturers:	Wachinger, Tobias
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Strategic Retail Management, Merger and Acquisitions in Retailing
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - presentation, 15 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

At the end of this module the students should be able to apply strategic analysis, understand strategic management tools and methods, conduct strategic value evaluations and will be familiar with project management best practice. These tools will be applied to many recent real life examples of global retailers.

Content:

The module Strategic retail management and Merger and Acquisitions will cover important strategic approaches and frameworks and systematically cover the full strategic process end to end, starting with customer and market analytics and ending with the execution of the strategy. The module will also dive into Merger and Acquisitions including strategic rationales and methodologies for valuation and will explore the challenges of post-merger management.

In a first chapter we will explore different frameworks that will help retailers find the right strategy. We will deep dive into customer experience, market and competitor intelligence and analytics, but also understand differentiation and value proposition.

In a second chapter we will look into innovation, 'blue ocean' strategies and trend analysis. We will also at the seminal role sustainability plays in today's formulation of a retailers' strategy and how this can translate into value creation. Strategy has a major implication on a retailers operating model. We will understand such operating models based on examples and the implications it has on organization and execution.

The third chapter is devoted to Merger and Acquisitions. We will understand different rationales for Merger and Acquisitions, on this basis take a closer look at valuation and merger management business planning,

and also examine what to observe in a post merger situation and how to make PMM successful (including synergy tracking)

Chapter 4 will finally deal with execution and strategic management, i.e. the implementation of the strategy and the different part of the execution process: target setting, resource allocation, project management and monitoring.

Literature:

Compulsory:

- KIM, W. Chan und Renée A. MAUBORGNE, 2017. *The W. Chan Kim and Renée Mauborgne Blue Ocean Strategy Reader: The iconic articles by bestselling authors W. Chan Kim and Renée Mauborgne*. Boston: Harvard Business Review Press. ISBN 978-1-63369-275-6, 978-1-63369-274-9; Read in particular articles "Blue Ocean Strategy" and "Red-Ocean Traps"

- WUNDER, Thomas, 2019. *Rethinking strategic management: sustainable strategizing for positive impact*. Cham, Switzerland: Springer. ISBN 3-030-06012-8, 978-3-030-06012-1; Read in particular chapters 1, 4 and 18

- MEYNERTS-STILLER, Kirsten und Christoph ROHLOFF, 2019. *Post-Merger-Management. Value creation in M&A integration projects*. Bingley: Emerald. ISBN 978-1838674526

- PORTER, Michael E., 2004. *Competitive strategy: techniques for analyzing industries and competitors*. F. Auflage. New York: Free Press. ISBN 0-7432-6088-0, 978-0-7432-6088-6

Recommended:

- FOSTER, Richard und Sarah KAPLAN, 2001. *Creative Destruction. Why Companies that are built to Last underperform the market – and how to successfully transform them*. New York: Currency. ISBN 0-385-50133-1

- NIEMEIER, Stefan, Andrea ZOCCHI und Marco CATENA, 2013. *Reshaping Retail. Why technology is transforming the industry and how to win in the new consumer driven world*. Chichester: Wiley. ISBN 978-1-118-65666-2

- VIEGUERIE, Patrick, Sven SMIT und Mehrdad BAGHAI, 2007. *The Granularity of Growth. Making choice that drives enduring company performance*. London: Marshall Cavendish. ISBN 987-0-462-09898-2

Additional remarks:

As the lecturer is a Senior Partner at McKinsey and Company with more than 15 years of experience in the retail industry, the course will complement and enrich the academic literature with multiple recent case examples from global retailers.

2.1.9 Digital Marketing

Module abbreviation:	RCM_DM		SPO-No.:	4.1
Curriculum:	**Programme**		**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1, 2
Module attributes:	**Language of instruction**		**Duration of module**	**Frequency of offer**
	English		1 semester	only summer term

Responsible for module:	Knoppe, Marc
Lecturers:	Knoppe, Marc
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Digital Marketing
Lecture types:	SC / E: seminar course with exercises
Examinations:	LN - Project thesis
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Students learn strategic fundamentals of Digital Marketing.

Students learn how digital marketing is part of a comprehensive marketing and corporate strategy. Students learn how digital marketing is optimized and integrated in the marketing mix. Established approaches in marketing planning are combined with the creative use of modern digital models and tools.

Content:

Digital Marketing
- draw up digital marketing plans
- apply digital marketing principals
- integrate online and offline communications
- customer driven digital marketing
- reduce costly trial and error
- learn best practices
- develop marketing strategies

Literature:
Compulsory: • CHAFFEY, Dave, Paul R. SMITH and P. R. SMITH, 2017. *Digital marketing excellence: planning, optimizing and integrating online marketing*. F. edition. London ; New York: Routledge. ISBN 978-1-138-19168-6, 978-1-138-19170-9   *Recommended:*   None
Additional remarks:
Interactive teaching style with case studies and practical insights.   Students are required to work on a paper which are graded and presented in class.

2.1.10 Sales and Customer Lifecycle Management

Module abbreviation:	RCM_SCLM		SPO-No.:	4.2
Curriculum:	**Programme**		**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1, 2
Module attributes:	**Language of instruction**		**Duration of module**	**Frequency of offer**
	English		1 semester	only summer term

Responsible for module:	Vogler, Thomas
Lecturers:	Vogler, Thomas
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Sales and Customer Lifecycle Management
Lecture types:	SC / E: seminar course with exercises
Examinations:	schrP90 - written exam, 90 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The students are able to understand the details of the selling process. Regarding the customers they know how to assess customer value and how to create a long term customer relationship. They also have deep knowledge about the relevance of Service Management. They also know how they can use big data to forecast consumer behaviour.

Content:

- Sales Management
- Sales Organization
- Sales Force Management
- Personal Selling
- Customer Relationship Management
- Consumer Behaviour and Big Data

Literature:

Compulsory:

- WAYSHAK, Marc, 2018. *The High-Velocity Sales Organization*. ISBN 0985411333
- SOLOMON, Michael R., Søren ASKEGAARD und Margaret HOGG, 2019. 7. Edition. ISBN 978-1292245423

- WEINBERG, Mike, 2015. *Sales management. Simplified.: The Straight Truth about Getting Exceptional Results from Your Sales Team*. F. Edition. New York: Amacom -- American Management Association. ISBN 9780814436431

Recommended:

None

Additional remarks:

None

2.1.11 Supply Chain Management in Retailing

Module abbreviation:	RCM_SCMR		SPO-No.:	4.3
Curriculum:	**Programme**		**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)		Compulsory Subject	1, 2
Module attributes:	**Language of instruction**		**Duration of module**	**Frequency of offer**
	English		1 semester	only summer term

Responsible for module:	Sternbeck, Michael
Lecturers:	Sternbeck, Michael
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Supply Chain Management in Retailing
Lecture types:	SC / E: seminar course with exercises
Examinations:	schrP90 - written exam, 90 minutes
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Goal of the course is to understand supply chain planning and logistics execution in the retail and consumer goods industries. Motivated by practical challenges, we look at different logistics tasks on the strategic, tactical and operational planning level.

Content:

Main content of the course is:
- Relevance of supply chain management in the retail context
- Strategic supply network configuration
- Distribution concepts and delivery mode planning
- Warehouse management
- Transportation management
- Instore operations management
- Omnichannel operations

Literature:

Compulsory:
- BOZARTH, Cecil B. und Robert B. HANDFIELD, 2016. *Introduction to Operations and Supply Chain Management*. 4. Edition. Harlow: Pearson. ISBN 9781292093420

- CHRISTOPHER, Martin, 2016. *Logistics and Supply Chain Management*. 5. Edition. Harlow: Pearson Education. ISBN 9781292083797
- HÜBNER, Alexander, KUHN, Heinrich, STERNBECK, Michael, 2013. Demand and Supply Chain Planning in Grocery Retail: An Operations Planning Framework. In: *International Journal of Retail & Distribution Management*. 41(7)

Recommended:

- CHOPRA, Sunil und Peter MEINDL, 2013. *Supply Chain Management*. 5. Edition. Harlow: Pearson. ISBN 9780273765226
- FERNIE, John und Leigh SPARKS, 2019. *Logistics and retail Management*. 5. Edition. London: Kogan Page. ISBN 9780749481605

Additional remarks:

There will be a final exam of 90 minutes. You are allowed to use a non-programmable pocket calculator during the exam.

2.1.12 Retail and Consumer Project

Module abbreviation:	RCM_RCP	SPO-No.:	5
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	2, 3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	winter and summer term

Responsible for module:	Knoppe, Marc		
Lecturers:	Knoppe, Marc		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:		47 h
	Self-study:		78 h
	Total:		125 h
Subjects of the module:	Retail and Consumer Project		
Lecture types:	S / PT: seminar / project thesis		
Examinations:	LN - Project thesis		
Usability for other study programs:	None		

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The objective of the Retail and Consumer Project is to carry out a personal retail project in a professional way. This gives students the opportunity to put into practice the methodological and technical competences acquired during their studies and to show their ability to work independently. The Retail and Consumer Project offers students professional work experience and the possibility to familiarize themselves with retail business processes.

Content:

The Retail and Consumer Project is based on the Retail Lab: Consumer Projects and Project Management. A project might be for instance a retail start-up, a multinational retail project, a retail business case or a special retail project in cooperation with a well-known retailer.

Students will have 1-2 supervisors for their Retail and Consumer Project:
1. An academic supervisor: a THI professor who will follow the project.
2. Maybe also a company supervisor: a representative of a company who will follow the student`s work

Typical project phases:
- problem definition
- analysis and market research
- design phase

• project documentation
• project implementation
• presentation of the project results
Literature:
Compulsory:
• Will be announced at the beginning.
Recommended:
None
Additional remarks:
None

2.1.13 Master Thesis

Module abbreviation:	RCM_MT	SPO-No.:	6
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Subject	3
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter and summer semester

Responsible for module:	Knoppe, Marc
Lecturers:	Knoppe, Marc; Hackl, Oliver; Vogler, Thomas; Stummeyer, Christian; Fend Lars; Jungbluth, Michael
Credit points / SWS:	25 ECTS / 0 SWS
Workload:	Contact hours: 23 h Self-study: 602 h Total: 625 h
Subjects of the module:	Master Thesis
Lecture types:	Tutorial
Examinations:	Colloquium
Usability for other study programs:	None

Prerequisites according examination regulation:

Release of the Master Thesis subject assumes the successful completion of credits and examinations totalling at least 30 ECTS. There is a six-month preparation period for the Master Thesis. The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.

Recommended prerequisites:

None

Objectives:

Students will show their scientific competence and knowledge.

Content:

The master's thesis seminar will support students in planning and preparing their master thesis. Furthermore, they get an early feedback on their master thesis idea. The seminar is designed for comprehensive preparation (e.g. short presentation of master's thesis proposals, discussion of results and methodological problems). General basics like APA style, literature research and management will be prepared and discussed. The seminar offers a great opportunity for reflection of student`s research projects and questions:

- Support in choosing a topic for a master's thesis
- Understanding and practical implementation of the guidelines for the preparation of a master thesis proposal
- Developing an understanding of the structure and style requirements of a master's thesis

The Master's Thesis will be coached and evaluated by a professor and the students choose their topics individually.

Literature:
Compulsory: • Depends on the topic of the Master's Thesis *Recommended:* • GLASMAN-DEAL, 2010. *Science Research Writing for Non-Native Speakers of English*. ICP, ISBN 1-84816-310_X • GHAURI, P, and K. GRONHAUG, 2010. *Research methods in Business Studies*. 4. Edition. ISBN 0273712047
Additional remarks:
• Deadline winter semester: January 15th • Deadline summer semester: July 15th

2.2   Compulsory Elective Modules

One compulsory elective module must be chosen.

Not all elective modules are offered in every winter semester.

2.2.1   Consumer Experience Management

Module abbreviation:	RCM_CEM 1.3. Ind. Elective	SPO-No.:	1.3
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Elective Subject	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	only winter term

Responsible for module:	Fend, Lars
Lecturers:	Fend, Lars
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Consumer Experience Management
Lecture types:	SC / E: lecture with integrated exercises
Examinations:	PA - project report. Practical work. Written composition approx. 10-15 pages with presentation 15-30 minutes
Usability for other study programs:	The module is offered as an elective subject in the master's degree program 'Entrepreneurship and Digital Business' as well.

Prerequisites according examination regulation:

  None

Recommended prerequisites:

  None

Objectives:

- Students will have an overview of the current state of knowledge in the field of Consumer Experience Management.
- Students will understand the philosophy, language and key frameworks of Consumer Experience Management in a national and international context.
- Participants will develop an in-depth knowledge of consumer behaviour: They will develop a differentiated understanding of the motivations and needs of today's customers.
- Participants will be able to develop a consumer experience strategy: They will know how to create a comprehensive consumer experience strategy that considers the entire customer journey.
- Students can apply the essential concepts and tools to successfully implement a consume experience strategy

- Finally, students will be able to select the appropriate CXM tools and apply them to specific business tasks.

Content:

- The term and concept of consumer experience management
- Consumer relationship versus consumer experience management
- Consumer experience management (CXM) and business transformation
- Digital consumer experience
- Consumer experience frameworks
- Consumer personas
- The importance of empathy
- Creating and measuring the consumer journey
- Consumer journey management and improvement

Literature:

Compulsory:

- ROBRA-BISSANTZ, Susanne, LATTEMANN, Christoph, 2019. *Digital Customer Experience: mit digitalen Diensten Kunden gewinnen und halten* [online]. Wiesbaden: Springer Vieweg PDF e-Book. ISBN 978-3-658-22542-1. Available via: https://doi.org/10.1007/978-3-658-22542-1.
- BRUHN, Manfred, 2012. *Customer experience* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-8349-4000-1, 978-3-8349-4001-8. Available via: https://doi.org/10.1007/978-3-8349-4001-8.
- MEYER, Christopher, SCHWAGER, Andre, . Understanding Customer Experience. In: *Harvard Business Review*. 2007(Febuary)

Recommended:

- RUSNJAK, Andreas, SCHALLMO, Daniel, 2018. *Customer Experience im Zeitalter des Kunden: best Practices, Lessons Learned und Forschungsergebnisse* [online]. Wiesbaden: Springer Gabler PDF e-Book. ISBN 978-3-658-18961-7. Available via: https://doi.org/10.1007/978-3-658-18961-7.
- WALDEN, Steven, 2017. *Customer Experience Management Rebooted: Are you an Experience brand or an Efficiency brand?* [online]. London: Palgrave Macmillan PDF e-Book. ISBN 978-1-349-94905-2. Available via: https://doi.org/10.1057/978-1-349-94905-2.

Additional remarks:

None

2.2.2 Digital Analytics and Artificial Intelligence in Retailing

Module abbreviation:	RCM_DA&AIR_1.3 Ind. Elective	SPO-No.:	1.3
Curriculum:	**Programme**	**Module type**	**Semester**
	Retail and Consumer Management (WS 17/18)	Compulsory Elective Subject	1
Module attributes:	**Language of instruction**	**Duration of module**	**Frequency of offer**
	English	1 semester	only winter term

Responsible for module:	Jungbluth, Michael
Lecturers:	Jungbluth, Michael
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Digital Analytics and Artificial Intelligence in Retailing
Lecture types:	SU/Ü - lecture with integrated exercises
Examinations:	PA - Project report. Practical work. Written composition approx. 10-15 pages with presentation 15-30 minutes.
Usability for other study programs:	The module is offered as an elective subject in the master's degree program 'Entrepreneurship and Digital Business' as well.

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

- As defined by the Digital Analytics Association, the analysis of digital data refers to information collected in interactive channels (online, mobile, social, etc.). Digital Analytics has become an integral part of core business strategies and maintaining a competitive edge.
- Students will learn essential contributions of applied data science, modern technology and artificial intelligence in retail and consumer commerce.
- Students will receive a profound overview on essential data science methodologies (descriptive, predictive, prescriptive), each within a dedicated retail business context. The course enables students to later act as cross-functional analytics "translators", not as functional experts.
- Analytics "translators" draw on their domain-, analytics- and technology know-how to help business leaders identify and prioritize their business problems while working closely with multiple functional experts and stakeholders.
- Students will understand, how predominantly digital challenges can be addressed and automated through analytics and AI to augment retail value chains for sustainable competitive advantages.

Content:

- Approximately 1/3 of each lesson will be devoted to the underlying analytics theory, to selected use cases within the field of retailing and to hands-on problem solving with open source software.

- We cover methods of data exploration, inference and hypothesis testing, clustering and segmentation, visualization and storytelling, regression, decision trees, experiments, testing and causation, recommendation engines, big data, machine learning and AI.
- Google Analytics will be introduced as the current market dominating digital analytics tool. Utilizing Google Analytics, students will learn how to use Digital Analytic software technology in the context of analytical, exploratory and reporting capabilities. Students will learn by doing: that is, guided by the instructor and using software, they will focus on data discovery and communicating insights.
- Open source code will be provided as Google Collaboratory notebooks for best traceability and learning support for IT-savvy as well as non-IT-savvy students.

Literature:

Compulsory:

- KUMAR, U Dinesh, 2017. *Business Analytics: The Science of Data-Driven Decision Making*. India: Wiley. ISBN 9788126568772
- KAMKI, Jumin, 2017. *Digital Analytics: Data Driven Decision Making in Digital World*. 1. Edition. ISBN 978-1946556196

Recommended:

- SPONDER, Marshall und Gohar F. KHAN, 2018. *Digital analytics for marketing*. New York and London: Routledge, Taylor & Francis Group. ISBN 978-1-138-19067-2, 978-1-138-19068-9
- MOKALIS, Alexa L. und Joel J. DAVIS, 2018. *Google Analytics Demystified* . 4. Edition. ISBN 978-1545486917
- WHEELAN, Charles J., 2013. *Naked statistics: stripping the dread from the data*. 1. Edition. New York [a.o.]: Norton & Company. ISBN 978-0-393-07195-5, 978-0-393-34777-7
- KAHN, Barbara E., 2021. *The Shopping Revolution, Updated and Expanded Edition: How Retailers Succeed in an Era of Endless Disruption Accelerated by COVID-19*. ISBN 978-1613631140
- SCHMARZO, Bill, 2020. *The Economics of Data, Analytics and Digital Transformation: The theorems, laws and empowerments to guide your organization's digital transformation*. 1. Edition. Birmingham - Mumbai: Packt Publishing. ISBN 978-1800561410

Additional remarks:

None

2.2.3 Innovation & Innovation Management

Module abbreviation:	RCM_IIM 1.3. Ind. Elective	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Elective Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term

Responsible for module:	N.N.
Lecturers:	N.N.
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Contact hours: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Innovation & Innovation Management
Lecture types:	SU/Ü - lecture with integrated exercises
Examinations:	PA - Project report. Seminar work. Written composition approx. 10-15 pages with presentation 15-30 minutes.
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

The course provides the theory and tools required to understand and apply innovation practices within startup and corporate context. During the course, the student will deliver:

- a startup project, using the principles of Lean Startup in order to provide a innovative solution to the market
- a corporate innovation project, using management tools to provide innovation cycles within stablished companies

This discipline uses the project-based learning method, which allow students to learn through the application of the basic theory behind innovation management in real management contexts.

Content:

- Ideation / Design Thinking
- Value Proposition Design
- Business model canvas
- Business model innovation
- Minimal viable product (MVP) and testing
- Prototyping

• Business plan
• Pitch presentations
• Corporate Innovation
• Innovation cycles and product development

Literature:
Compulsory:
• RIES, Eric, 2017. *The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses*. 2017. Edition. New York: Currency. ISBN 978-1-5247-6240-7
• OSTERWALDER, Alexander und Yves PIGNEUR, 2010. *Business model generation: a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley. ISBN 978-0-470-87641-1, 0-470-87641-7
Recommended:
• GASSMANN, Oliver, Karolin FRANKENBERGER und Michaela CHOUDURY, 2014. *The business model navigator: 55 models that will revolutionise your business*. Harlow [a.o.]: Pearson. ISBN 978-1-292-06581-6
• OSTERWALDER, Alexander und Trish PAPADAKOS, 2014. *Value proposition design: how to create products and services customers want*. Hoboken, NJ: Wiley. ISBN 978-1-118-96805-5, 1-118-96805-0
• CROLL, Alistair und Benjamin YOSKOVITZ, 2013. *Lean analytics: use data to build a better startup faster*. 1. Edition. Beijing [a.o.]: O'Reilly. ISBN 978-1-449-33567-0, 1-449-33567-5

Additional remarks:
None

2.2.4 Internationalization and Consumer Behaviour in South America

Module abbreviation:	RCM_MCE 1.3. Ind. Elective	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Elective Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term

Responsible for module:	Petroll, Martin
Lecturers:	Petroll, Martin
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Attendance: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Internationalization and Consumer Behaviour in South America
Lecture types:	SC/E - lecture with integrated exercises
Examinations:	PA - project report. Practical work. Written composition approx. 10-15 pages with presentation 15-30 minutes.
Usability for other study programs:	None

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Master students will learn the basics of Consumer Behaviour and also consumer behaviour in the retailing sector.

The students

- will be able to answer the question: What is the consumer made of? By knowing about Perception; Memory; Learning; Motivation; Personality; Attitudes; Persuasion; Decision making; Customer Experience;
- will be able to answer the question: What influences the consumer? By learning about Culture; Subculture; Family; Groups; (electronic) word of mouth (WOM/eWOM); Situational effects (store layout, visual merchandising, store design), technologies used in retailing;
- will be able to answer the question: How do we measure the Consumer Behaviour? By learning about exploratory and conclusive ways to understand the consumer;
- will be able to answer the question: What´s next? By knowing about COVID-19 effects on the consumer behaviour and trends in the field focused on retailing;
- will have to do an article and presentation about topics learned in class, researching consumers and/or showing their own experiences as consumers.

Content:

Overview of the following topics:

- Introduction of CB;
- What is the consumer made of? Perception
- What is the consumer made of? Memory; Learning; Motivation; Personality
- What is the consumer made of? Attitudes; Persuasion; Decision making.
- What influences the consumer? Culture; Subculture; Groups; WOM x eWOM
- What influences the consumer? Situational effects on the CB – retailing
- Customer Experience
- What influences the consumer? Technologies in retailing
- How do we measure CB?
- COVID-19 + Consumer Behaviour + Retailing
- New trends on Consumer Behaviour in retailing
- Presentations

Literature:

Compulsory:

- SOLOMON, Michael R., 2018. *Consumer behavior: buying, having, and being*. T. edition. Boston: Pearson. ISBN 978-1-292-15310-0, 1-292-15310-5
- MALHOTRA, Naresh, 2018. *Marketing Research: An Applied Orientation*. 7. edition. ISBN 013473484X
- KOTLER, Philip, Hermawan KARTAJAYA and Iwan SETIAWAN, 2021. *Marketing 5.0: Technology for Humanity*. 1. edition. ISBN 9781119668572
- KOTLER, Philip, Hermawan KARTAJAYA and Setiawan IWAN, 2016. *Marketing 4.0: Moving from Traditional to Digital*. 1. edition. ISBN 1119341205
- ONKVISIT, SAK and JOHN SHAW, 2004. *International marketing: analysis and strategy*. 4. edition. New York: Routledge. ISBN 0-415-31132-2
- FERREL, O. C. and MICHAEL HARTLINE, 2014. *Marketing Strategy: Text and Cases*. 6. edition. South-Western: Cengage Learning. ISBN 13: 978-1285073040

Recommended:

- , . *Academic articles, business reports, case studies and videos will be informed in the first class and during the remaining classes.*.

Additional remarks:

Academic articles and reports will be sent to students before each class.

Further videos will be announced and updated during the course.

2.2.5 Managing Customer Experience

Module abbreviation:	RCM_MCE 1.3. Ind. Elective	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Retail and Consumer Management (WS 17/18)	Compulsory Elective Subject	1
Module attributes:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	only winter term

Responsible for module:	Petroll, Martin
Lecturers:	Petroll, Martin
Credit points / SWS:	5 ECTS / 4 SWS
Workload:	Attendance: 47 h Self-study: 78 h Total: 125 h
Subjects of the module:	Managing Customer Experience
Lecture types:	SC/E - lecture with integrated exercises
Examinations:	PT - practical work (to be performed during the semester, written composition of a topic with practical relevance, approx. 10-15 pages, with presentation at the event (15-30 minutes)
Usability for other study programs:	The module is offered as an elective subject in the Master's Program 'Entrepreneurship and Digital Business' as well.

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

Master students will learn about customer experience and customer experience management by reading and knowing from books, academic articles, reports and case studies. Students will also have an understanding about customer experience abroad with examples given in class. Finally, students will have to do a practical work and present it in the last class about the subject. Details will be given in class by the professor.

Content:

Overview of the following topics:

- Class #1: Customer Experience: Some basics;

- Class #2: Customer Experience: The 5 Senses and hybrid/holistic Experience;

- Class #3: Brick-and-mortar stores & Customer Experience;

- Class #4: Online stores & Customer Experience;

- Class #5: Multi/cross/omnichannel & Customer Experience;

- Class #6: Customer Centricity & IDIC (Identify, Differentiate, Interact, Customize) Implementation Process;

- Class #7: Measuring Customer Experience;

- Class #8: Managing Customer Experience;

- Class #9: Practical work to be written and presented in the last class.

Literature:

Compulsory:

- (1) CALDEIRA, C. (2021). Customer Experience Management: Gestão Prática da Experiência do Cliente. Alta Books, 213 p.
- (2) KOTLER, P.; KARTAJAYA, H.; SETIAWAN, I. (2017). Marketing 4.0: moving from traditional to digital. New Jersey: Wiley. 208 p. ISBN-13: 978-1119341208
- (3) KOTLER, P.; KARTAJAYA, H.; SETIAWAN, I. (2021). Marketing 5.0: technology for humanity. New Jersey: Wiley. 224 p. ISBN-13: 978-1119668510
- (4) MALHOTRA, N. (2013). Design de loja e merchandising visual – Criando um ambiente que convida a comprar. São Paulo: Saraiva. 232 p. ISBN-13: 978-8502210387
- (5) SCHMITT, B. (1999). Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate to Relate to Your Brand. 304 p. ISBN-13: 978-0684854236
- (6) SMITH, S.; WHEELER, J. (2002). Managing the Customer Experience. Financial Times/ Prentice Hall. 272 p. ISBN-13: 978-0273661955
- (7) SOLOMON, M. R. (2018). Consumer behavior: buying, having, and being. Boston: Pearson. ISBN 978-1-292-15310-0, 1-292-15310-5
- (8) PEPPERS, D.; RODGERS, M. (2016). Managing Customer Experience and Relationships: A Strategic Framework. New Jersey: Wiley. 624 p. ISBN-13: 978-1119236252

Recommended:

Class #1:

- Books **(3) (5) (7)**
- HAMILTON, R. et al. Traveling with companions: the social customer journey. Journal of Marketing, v. 85, n. 1, p. 68-92, 2021.
- Harvard Business Review - The Value of Customer Experience, Quantified, 2014.
- Lemon KN, Verhoef PC. Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing. 2016;80(6):69-96. doi:10.1509/jm.15.0420
- PINE, B. J.; GILMORE, J. H. The experience economy: past, present and future. Handbook on the experience economy, p. 21-44, 2013.

Class #2:

- Books **(5) (7)**
- Harvard Business Review – The Science of Sensory Marketing, 2015.
- Harvard Business Review - When Sensory Marketing Works and When it Backfires, 2016.
- Harvard Business Review – Please Touch the Merchandise, 2011.
- Wharton University of Pennsylvania – Emotional Connections in Retailing

Class #3:

- Books **(4) (5) (6) (7)**
- Abhari, Kaveh & Sanavi, Arsham & Ly, Jennifer & Wright, Marina. (2021). 'Employees First': The Relationship between Employee Experience Management Systems and Customer Experience Management.
- Harvard Business Review - Future of brick and mortar retailing: how will it survive and thrive? 2021.
- Shankar, V. et al (2021). How Technology is Changing Retail. Journal of Retailing, v. 97, n. 1, p. 13–27.
- Purdy, M. (2021). The Future of Contactless Commerce, Harvard Business Review.

Class #4:
- Bascur, C. & Rusu, C. (2020). Customer Experience in Retail: A Systematic Literature Review. Applied Sciences. v. 10, p. 1-18.
- Bhattacharya, A., Srivastava, M., & Verma, S. (2018). Customer Experience in Online Shopping: A Structural Modeling Approach. Journal of Global Marketing. v. 32. p. 1-14.
- Bilgihan, A., Kandampully, J. and Zhang, T.(C). (2016), "Towards a unified customer experience in online shopping environments: Antecedents and outcomes", International Journal of Quality and Service Sciences, v. 8, n. 1, p. 102-119.
- Clark, M. K. & Rose, S. (2011). Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context. International Journal of Management Reviews, v. 13, p. 24-39.
- Maryville University - Future of Online Shopping_ Evolving E-Commerce Trends
- Rose, S., et al. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. Journal of Retailing. v. 88, p. 308–322.

Class #5:
- Books **(2)**
- Aw, E. C. (2019). Understanding the webrooming phenomenon: shopping motivation, channel-related benefits and costs, International Journal of Retail & Distribution Management, v. 53.
- Briel, F. (2018). The future of omnichannel retail: A four-stage Delphi study. Technological Forecasting & Social Change, v. 132, p. 217–229.
- Gensler, S., Scott A. N., & Verhoef, p. c. (2017). The showrooming phenomenon: it's more than just about price, Journal of Interactive Marketing, v. 38, p. 29-43.
- Harvard Business Review - A Study of 46000 Shoppers Shows That Omnichannel Retailing Works, 2017.
- Harvard Business School – Case Study Magazine Luiza, 2018.

Class #6:
- Books **(8)**
- Harvard Business Review – The Four Faces of Mass Customization, 1997.
- GFK - Decoding the Personalization Paradox.
- Zhou, F., Yangjian, J., & Jiao, R. J. Affective and cognitive design for mass personalization: status and prospect. Journal of Intelligent Manufacturing, v. 24, n. 5, p. 1047-1069, 2013.

Class #7:
- Books **(8)**
- Peppers, D., Rogers, M. Return on Customer: A new metric of value creation — Return on investment by itself is not good enough. Journal of Direct, Data and Digital Marketing Practice, v. 7, p. 318–331, 2006.
- PWC – Global Consumer Insights Survey, 2019.

Class #8:
- Books **(1) (8)**
- Harvard Business Review - Design Your Employee Experience as Thoughtfully as You Design Your Customer Experience, 2016.
- Harvard Business School – Case Study UBER, 2020.

Additional remarks:

None

2.3 Voluntary Elective Subjects

Foreign language courses can be taken voluntarily. Please refer to the Module Handbook of THI Language Centre here.

The following module Science Skills in Retailing can be taken voluntarily. There is no crediting of ECTS!

2.3.1 Science Skills in Retailing

Module abbreviation:	RCM_SSR_WF		SPO-No.:		N/A
Curriculum:	**Programme**		**Module type**		**Semester**
	Retail and Consumer Management (SPO WS 17/18)		Elective subject not covered by the study regulation		1, 2
Module attributes:	**Language of instruction**		**Duration of module**		**Frequency of offer**
	English		1 semester		only summer term

Responsible for module:	Jungbluth, Michael
Lecturers:	Jungbluth, Michael
Credit points / SWS:	0 ECTS / 2 SWS
Workload:	Contact hours: 24 h Self-study: 26 h Total: 50 h
Subjects of the module:	Science Skills in Retailing
Lecture types:	SC/E - lecture with integrated exercises
Examinations:	Without performance record
Usability for other study programs:	The module is offered as an optional elective subject in the Bachelor's Program 'International Retail Management' (IHM) as well.

Prerequisites according examination regulation:

None

Recommended prerequisites:

None

Objectives:

- Students will understand, under which circumstances retail settings require a dedicated research design to answer managerial questions properly.
- Students will receive a hands-on introduction to the required toolset enabling the preparation, execution and analysis of a research design (Google Colab runtime environment, R, python).
- Students will build their own retail research design from scratch in class, while reflecting step by step on the important aspects of this research design.
- Finally, we discuss the basics of building a proper survey to collect the necessary data for identification and interpretation.

Content:
• Hands-on introduction to Google Colab, R and Python in comparison to Excel.   • Empirical research and measurement: Why research needs a design?   • Research questions in retail: Why hypothesis testing?   • Describing relationships (causality vs. correlation)   • Identification and causal diagrams   • Observed vs. unobserved information   • Controlling for „back doors" and the benefit of RCTs   • Measuring constructs and scales to build a survey
Literature:
Compulsory: • HUNTINGTON-KLEIN, N., 2022. *The Effect: An Introduction to Research Design and Causality*. Boca Raton: CRC Press.   *Recommended:*   • CHAPMAN, c. und E. MCDONNELL FEIT, 2019. *R for Marketing Research and Analytics*. 2. Auflage. Cham: Springer.   • SCHWARZ, J., C. CHAPMAN und E. MCDONNELL FEIT , 2020. *Python for Marketing Research and Analytics*. 3. Auflage. Cham: Springer.
Additional remarks:
None