



LUND
UNIVERSITY

Faculty of Social Sciences

SMMP24, Marketing and Branding in Retail, 7,5 credits

*Marknadsföring och varumärkesbyggande inom retail, 7.5
högskolepoäng*

Second Cycle / Avancerad nivå

Confirmation

The course syllabus was confirmed by the board of the Department of Service Management and Service Studies on 2014-02-11 to be valid from 2014-02-17.

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.

Teaching languages: English

Course goal

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

- - use qualitative methods to investigate marketing and brand building in a retail context.
- use sociocultural theories to critically analyse and discuss marketing and brand management in a retail context.
- - design marketing and brand building strategies in a retail context with the support of sociocultural theories.

Course content

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

The course consists of the following components:

1. Retail and Sociocultural Theory (2 credits)

Literature seminars including discussions of the required reading and a minor group assignment on the required reading.

2. Retail and Qualitative Methods (1 credit)

Seminars focused on methodology including a group assignment on retail phenomena.

3. Individual research project (4.5 credits)

An independent project requiring students to conduct a minor field study and analyse the material with reference to the required reading.

Course implementation

The teaching consist of lectures, seminars and tutoring.

Course examination

The course is examined in the form of 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.

Grading scale

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

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

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 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 and 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 within the Master Programme in Service Management (SASMA).