

## Retail Management (F710236)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**

**Study time 90 h**

**Course offerings and teaching methods in academic year 2026-2027**

A (semester 2)

Dutch

Gent

lecture

**Lecturers in academic year 2026-2027**

Verstraeten, Julie

EB23

lecturer-in-charge

**Offered in the following programmes in 2026-2027**

[Bachelor of Science in Business Administration](#)

**crdts**

3

**offering**

A

**Teaching languages**

Dutch

**Keywords**

Retail, Distribution, Marketing, Strategic decision-making

**Position of the course**

In this basic course students will acquire insight on the basic concepts and strategies in Retail, and develop insight in the decision-making and processes of nowadays retailers. We will look into both the higher level decision-making retailers face as well as the (lower level) decisions they make regarding, for instance, the processes in their stores. We will also pay attention to the most recent trends in Retail and look at both national and international examples.

**Contents**

- (1) Retail Functions & Strategy [STP] in Retail
- (2) Retail Cycles & Store Formats
- (3) Buying & Distribution Decisions in Retail
- (4) Logistics in Retail
- (5) Sustainability in Retail
- (6) Data in Retail
- (7) Retail Marketing Mix
  - Store Location
  - Category Management [Managing Assortment]
  - Pricing
  - In-Store Decision-making

**Initial competences**

Basis knowledge on 'Marketing Management' is recommended.

**Final competences**

- 1 Knowledge on the terminology and on the processes (e.g., Buying, Logistics) in Retail
- 2 Understanding the different strategies in Retail
- 3 Insight in the Retail Marketing Mix (i.e., Product, Place, Price, Promotion decisions in Retail)
- 4 Being able to reflect on both the higher and lower level decisions nowadays retailers face, and how these decisions (including the chosen strategy) impact one another
- 5 Being able to think strategically on Retail Management decisions and practices
- 6 Knowledge on the trends in Retail

**Conditions for credit contract**

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

### **Conditions for exam contract**

Access to this course unit via an exam contract is unrestricted

### **Teaching methods**

Lecture, Independent work

### **Study material**

Type: Handbook

Name: Strategic Retail Management: Text and International Cases [3th edition, Springer Gabler]

Indicative price: Free or paid by faculty

Optional: no

Language : English

Author : Joachim Zentes, Dirk Morschett and Hanna Schramm-Klein

Oldest Usable Edition : 2017

Online Available : Yes

Available in the Library : Yes

Additional information: Free to download; DOI 10.1007/978-3-658-10183-1

Type: Handouts

Name: Course slides

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

### **References**

### **Course content-related study coaching**

Questions are possible during and after the sessions.

### **Assessment moments**

end-of-term assessment

### **Examination methods in case of periodic assessment during the first examination period**

Written assessment with multiple-choice questions, Written assessment with open-ended questions

### **Examination methods in case of periodic assessment during the second examination period**

Written assessment with multiple-choice questions, Written assessment with open-ended questions

### **Examination methods in case of permanent assessment**

### **Possibilities of retake in case of permanent assessment**

not applicable

### **Extra information on the examination methods**

Written exam with multiple choice and open questions.

Higher cut-off points are used for the multiple choice questions; the student must therefore answer more than half of the multiple-choice questions correctly in order to obtain 50% of the points on this part of the exam.

### **Calculation of the examination mark**

To determine the end score, the score obtained on the open-ended questions is added to the score obtained on the multiple-choice questions.

### **Facilities for Working Students**

Working students can ask questions about the course materials on appointment.