

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** **offering**

3 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.