

BBER310 Marketing II: Consumers Behaviour, Services and Sales

ECTS Value: 6 ECTS
Self-Study Hours: 72

Contact Hours: 30
Assessment Hours: 48

Overall Objectives and Outcomes

The aim of this unit is to build upon what has been covered in the unit *Marketing I: Marketing Fundamentals*. The unit will provide course participants with knowledge, skills and competences to support their students in understanding and demonstrating how basic visual merchandising works when promoting sales in a retail outlet and environment. Various case studies and scenarios will be used in order to create more realistic and day-to-day examples.

By the end of this module, the learner will be able to:

Competences

- a. create a bridge between theory and practise in Marketing retail topics
- b. develop ideas on putting practise into different retail theoretical situation contexts
- c. advise educators to reflect upon the theoretical and practical aspects related to Marketing in the Retail syllabus
- d. develop relevant and ethical marketing knowledge and skills to pursue specific courses of action
- e. Show a product line display by following procedures
- f. Prepare the materials, equipment and stock needed to set up a promotional display
- g. Prepare various retail outlet display themes

Knowledge

- a. Recall basic compliance requirements in relation to a retail outlet
- b. Identify different signage and graphics for a retail outlet
- c. a product line display.
- d. Understand the characteristics of different product lines.
- e. distinguish between the different types of tags available in a retail environment.
- f. Describe the possible obstructions that could develop through the position of various displays.
- g. Identify the tools and equipment required to install a promotional display
- h. Define the different elements that enhance the customer experience within a retail outlet.
- i. Recognise the different types of customers for retail contexts
- j. Identify aspects that make a product package attractive in a given case scenario.
- k. List factors to consider when selling own products.
- l. Determine the appropriate use of different communication skills in a particular situation
- m. Explain the different customer needs and expectations.
- n. Recall legislations that effects retail operations.
- o. Define where customers can seek help and advice when addressing complaints
- p. State the benefits of online and telephone orders.
- q. List the factors to balance loads for deliveries in line with the type of goods.

Skills

Applying knowledge and understanding

The learner will be able to:

- a. Demonstrate the facts and procedures in the application of marketing tasks and instructions
- b. evaluate and interpret facts in Marketing
- c. Apply tags to merchandise in preparation for sale
- d. Design a retail outlet layout according to plan.
- e. Demonstrate product packaging for display settings
- f. Demonstrate appropriate interpersonal skills when dealing with different customers
- g. Demonstrate ways to assist customers in choosing the correct product for their needs.
- h. Demonstrate how to deal with dissatisfied customers and product returns in a specific scenario.
- i. Demonstrate how to track online deliveries when dealing with customers' queries.

Assessment Methods

This module will be assessed through: Online Forum/Discussion and Presentation/s

Suggested Readings

Core Reading List

1. Passavanti, R., Pantano, E., Priporas, C. V., & Verteramo, S. (2020). The use of new technologies for corporate marketing communication in luxury retailing: Preliminary findings. *Qualitative market research, 2020-01-10, Vol.ahead-of-print (ahead-of-print)*.
2. Sozen, C., & Korkmaz Devrani, T. (2020). Introduction of a new method for retailing and marketing research: the case of shopping malls. *Property management, 2020-03-29, Vol.38 (3), p.365-381*.
3. Verma, V., Sharma, D., & Sheth, J. (n.d.). Does relationship marketing matter in online retailing? A meta-analytic approach. *Journal of the Academy of Marketing Science, 2016-03, Vol.44 (2), p.206-217*.
4. Zheng, Y., & Li, Y. (2018). Visual Merchandising and Emotional Design. *Journal of arts and humanities, 2018-05-01, Vol.7 (5), p.39-45*.
5. Weitz, M. L., & Grewal, D. (2014). *Retailing management* (9th ed.). McGraw Hill Education
6. Varley, R. (2006). *Retail product management : buying and merchandising* (2nd ed.).
7. Sethna, Z. Blythe, J. (2019) *Consumer Behaviour*. Sage Publications Ltd.
8. East, R. Singh, J. Wright, M. Vanhuele, M. (2022) *Consumer Behaviour: Applications in Marketing*. Sage Publications Ltd.

Supplementary Reading List

1. Weitz, M. L., & Grewal, D. (2014). *Retailing management* (9th ed.). McGraw Hill Education
2. McGoldrick, P. J. (2002). *Retail Marketing* (2nd ed.). McGraw-Hill