



Advanced Retailing Avancerad detaljhandel

7.5 credits

Ladok Code: 52AD01

Version: 5.0

Established by: The Teaching Committee 2013-08-20

Valid from: Autumn 2013

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Fashion Management (A1F)

Disciplinary Domain: Social sciences

Prerequisites: Bachelor degree within textile technology, textile economy, social sciences, engineering, media or design as well as English B or equivalent knowledge. Approved course in Retail Marketing 7.5 credits at graduate level.

Subject Area: Leadership, Organisation and Management

Grading Scale: ECTS-credits

Content

The course is an immersion in retail marketing with focus on future trends within retail. New forms, for example pop up store, flag ship stores, online stores etc. changes the retail landscape and make it more dynamic. Simultaneously the fashion companies extend their product and service lines with different types of adjacent products. Development of new concepts is a central competence in retail marketing. The course also addresses the role of the fashion store as a social institution in the society, an employer and its effect on the close environment.

Learning Outcomes

The course aims to deepen the students' knowledge and skills within fashion retail marketing. The purpose of the course is to gather insights within marketing and retailing of fashion and apparel in different sales channels. When the student has passed the course the student should be able to:

- Analyse trends and create a forecast and plan for purchasing collections, sales and to measure service and results.
- Describe the foundational principles for retail marketing now and in the future and to put this in a sustainability perspective.
- To reflect and to problematize around sustainable development in the sales channels.
- Visually present collections in the sales channels.

Forms of Teaching

Teaching consists of individual work, lectures, workshops and field studies. Teaching will take place through the medium of English.

Forms of Examination

The following examinations will form part of this course:

- Project works and oral exam 3.0 HP Grading scale: UG
- Individual exam 4.5 HP Grading scale: ECTS

The total grade is based on the individual exam with the conditional grade pass on project work and oral exam.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Bruce, M., Birtwistle, G. & Moore, C. (red.) (2004). *International retail marketing: a case study approach*. Oxford: Butterworth-Heinemann.

Lewis, R. & Dart, M. (2010). *The new rules of retail: competing in the world's toughest marketplace*. New York City: Palgrave Macmillan.

Student Influence and Evaluation

After the finished course a written evaluation is conducted. Once every semester the student representatives, head of department and program leader evaluate the completed courses. For details regarding course evaluation please refer to the university's policy regarding course evaluations.

Miscellaneous

The course is given as an alternative to the course Design Methodology and is followed by the course Consumer Behaviour II. The course is primarily a program course at the master program Textile Management with specialization Fashion Management.