

Retail marketing & logistic (sem A) (EM165M9A)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Retail marketing : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Supply Chain Management
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	25

Coordinator

DOBROMIR STOYANOV

Lecturers

Instructor	Population	Email
DOBROMIR STOYANOV	Population	dstoyanov@unistra.fr

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

Description

Omnichannel distribution management and logistics play a major role in today's business world. However, many companies still confuse omnichannel with multi- and cross-channel retailing which narrows their understanding of what it means to have a successful omni-channel strategy and how to consistently manage a network of store and non-store distribution channels. This course adopts a holistic approach on omnichannel retailing as it covers simultaneously the consumer and company's standpoints while keeping the balance between strategic and tactical decisions related to marketing/merchandising, distribution management and logistics. Moreover, it discusses some basic spatial interaction models used as a stepping stone in Geographic information systems (GIS). Some of the companies discussed during the semester involve Amazon, Alibaba, Walmart, Tesco and Carrefour. The course follows the simple management structure of Analyzing, Planning, Execution, and Control, so at the end of the course the students will be able to design a structured omnichannel strategy considering the latest trends or customer service, customer experience and last-mile delivery modes.

Educational organisation

In class

Lectures

Tutorials

In groups

Exercises

Projects

Interaction

Discussions / debates

Assignments

Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** the different type of store and non-store distribution channels.
- **Select** the best logistic partner for the chosen distribution strategy
- **Choose** the most suitable marketing strategy for every distribution channel according to the favourability/unfavourability of the internal and external environment
- **Analyze** the internal and external environment affecting the company's distribution and logistic activities
- **Design** omnichannel distribution plan

Outline

1. The role of distribution and logistics in today's business. How to successfully develop a distribution plan
2. Store and non-store retailing distribution channels
3. Merchandising techniques in retailing distribution
4. Strategic & tactical modelling in distribution management & logistics
5. Integrated logistic systems: decisions on order processing, storage, warehousing, inventory, transportation & operational management.
6. Mid-term test
7. Presentation of the final projects

Prerequisites

Key concepts to understand :

Distribution plan, store and non-store distribution formats, distribution channel strategies, logistics

Teaching material

Documents in all formats

- Syllabus
- Worksheets
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

- 1) Beck, N. & David Rygl (2015). Categorization of multiple channel retailing in Multi-,Cross-,and Omni-Channel Retailing for retailers . Journal of Retailing and Consumer Services, Vol. 27, pp. 170-178
- 2) Chopra, S. (2016). How omni-channel can be the future of retailing. Decision, vol.43,135-144
- 3) Larke, R. M. Kilgour & H. O'Connor (2018). Build touchpoints and they will come: transitioning to omnichannel retailing. International Journal of Physical Distribution & Logistics Management. Vol. 48 Issue: 4, pp.465-483.
- 4) Bernon, M., J. Cullen, Gorst (2016). Online retail returns management Integration within an omni-channel distribution context. International Journal of Physical Distribution & Logistics Management, Vol. 46 No. 6/7, pp. 584-605
- 5) Ailawadia, K. & P. Farris (2017). Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions. Journal of Retailing, vol. 93, issue 1, 120-135.
- Rigby, D. (2011). The future of shopping. <https://hbr.org/2011/12/the-future-of-shopping>
- 7) Hubner et al. (2016). Distribution systems in omni-channel retailing. Business Research, 9, 255-296
- 8) Kollmann, T. et al. (2012). Cannibalization or synergy? Consumers' channel selection in online-offline multichannel systems. Journal of Retailing and Consumer Services 19, 186-194.
- 9) Harris, P. et al., (2018). Understanding multichannel shopper journey configuration: An application of goal theory. Journal of Retailing and Consumer Services Vol. 44, pp. 108-117
- 10) Hübner et al. (2016). Retail logistics in the transition from multi-channel to omni-channel. International Journal of Physical Distribution & Logistics Management, Vol. 46 No. 6/7, pp. 562-583

Further reading :

Research works by EM Strasbourg :

Stoyanov, D. (2014). Market and marketing peculiarities of vending channels. Izvestiya—Journal of the University of Economics—Varna, Vol. 3, 2014, pp. 74-86.

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral / in group / English / weighting : 30%

additional information : Participation during the oral discussions in class. Homework and in-class assignments!

This evaluation serves to measure LO1.1, LO1.2, LO2.1, LO2.2, LO4.2

Intermediate evaluation / continuous assessment 2 : session n°6

written (180 min) / individual / English / weighting : 30%

additional information : Mid-term test

This evaluation serves to measure LO1.1, LO1.3, LO3.1

Intermediate evaluation / continuous assessment 3 : last session

written + oral (25 min) / in group / English / weighting : 40%

additional information : students have to form international teams and design an omnichannel distribution plan for a company of their own choice. Half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example: MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%)

This evaluation serves to measure LO1.3, LO2.1, LO2.2, LO2.3

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.