

Identification	Subject	MKT 435 Retail Marketing– 3KU credits (6ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Nazrin Imamaliyeva	
	Email	nazrin.imamaliyeva@khazar.org	
	Classroom/hours		
Prerequisites	MKT 302, TMKT 301 Retail Marketing		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	<i>Core textbook:</i> <i>Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021</i>		
Course outline	This course examines the dynamic environment of retail marketing with a specific focus on retail, brand, warehouse, private label, store layout. During the course, we will discuss and examine retail marketing opportunities, and analyze retail brands, campaigns, retail discount pricing, branding, warehouse and international commercial terms and retail strategies. The course will mainly consist of lectures, discussions, and case analyses. Because of the emphasis on class discussion and interaction, attendance on a regular basis is expected.		
Course objectives	The basic rationale of this course is to facilitate students' understanding of the nature, structure, and specifics of conducting retail marketing activities in the local and international context. Further, through case studies and group projects, the course will enhance students' abilities to adapt and utilize retail marketing strategies to specific local and foreign market environments. In addition, the course is designed to help students develop marketing competencies in retailing and retail consulting. The course will prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.		
Learning outcomes	• View and understand Retail Marketing; learn the terminology; know the institutions, and their role or market position. • Find and/or develop instruments for data collection. • Interpret Retail Marketing information. • Apply knowledge and intuition to develop Retail Marketing strategies.		
Teaching methods	Case analysis/ Exercises/Assignments		X
	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Group project		10
	Case studies		10
	Final Exam	TBA	40
	Total points		100
Policy	Activity and attendance – Mark will be evaluated based on the participation discipline in the classes and how active you interact during the lecture. Students exceeding the 25% absence limit will not be allowed to participate at final exam Use of AI – Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project. Case studies – Case studies from the textbook intended to encourage critical thinking are used for learners to develop responses regarding the application of concepts. They provide an opportunity for participants to expand their thinking about how to respond when differing viewpoints arise in the workplace. Group project – Group project will be held as a presentation with a minimum of 30 slides. The group will need to read at least 5 research papers about the topic assigned and summarize it. The writing will require a Harvard style referencing and plagiarism will not be		

		tolerated.	
		Late Submission Policy: Assignments should be submitted electronically by each assigned team <u>at least a day before the due presentation date</u> mentioned in the course schedule or <u>in due period</u> assigned by the professor. Later submission will result in a grade of zero.	
Tentative Schedule			
We ek	Date/Day	Topics	Textbook/Assignments
1		Discussion on course and requirements Strategic retail management: - Introduction to Retail Marketing - Implementing a retail strategy	Ch. 1
2		Strategic retail management: - STP marketing strategy - Consumer buying behaviour and the purchase decision process	Ch. 1 Exercise & Case study
3		Strategic retail management: - Retail branding and positioning - Sustainable retailing	Ch.1 Exercise & Case study
4		Marketing mix in retailing: - Product and innovation - Price	Ch.2 Exercise & Case study
5		Marketing mix in retailing: - Place - Promotion	Ch. 2 Exercise & Case study
6		Marketing mix in retailing: - Presentation - People	Ch. 2 Exercise & Case study
7		Marketing mix in retailing: - HRM - Process	Ch. 2 Exercise & Case study
8		Mid-term Exam	
9		E-commerce, E-tailing, and digitalization	Ch. 3 Exercise & Case study
10		Strategic brand management: - Definition of brand and brand management - Creating retail brands	Ch. 4 Exercise & Case study
11		Strategic brand management: - Brand positioning - Brand loyalty - Brand equity and brand value	Ch. 4 Exercise & Case study
12		Branding decisions	Ch. 5 Exercise & Case study
13		Brand communication	Ch. 6 Exercise & Case study
14		Branding and digitalization AI in Marketing Research	Ch. 7 Exercise & Case study
15		Preparation to exam.	Revision
		Final Exam	