

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MKT 435 Retail Marketing – 3KU (6ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Fall 2025
	<b>Instructor</b>	Seymur M. Guliyev
	<b>E-mail:</b>	guliyev.seymur@khazar.org
	<b>Classroom/hours</b>	122 B.Safaroglu str. (Downtown campus), Khazar University
	<b>Office hours</b>	By appointment
<b>Prerequisites</b>	<b>MKT 302 Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required Textbooks and Course Materials</b>	<p><b><u>Core Textbook:</u></b></p> <p>Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021</p> <p><b><u>Supplementary Textbook:</u></b></p> <ol style="list-style-type: none"> <li>1. John Fernie and Leigh Sparks, Logistics and Retail Management. 5<sup>th</sup> edition, UK, 2019</li> <li>2. Helen Goworek, Peter McGoldrick, Retail Marketing Management, Principles and practices, 1<sup>st</sup> Edition, Pearson Education Limited, 2015.</li> <li>3. Keegan, W.J., Global Marketing Management, 1<sup>st</sup> Edition, Pearson Education Limited, 2015.</li> </ol> <p>Lecture slides and case studies will be provided by the instructor.</p> <p>The students are advised to keep up to date on current issues in retail marketing mainly from publication outlets such as <i>The Economist</i>, <i>Business Week</i>, <i>Fortune</i>, <i>Wall Street Journal</i>, <i>Financial Times</i>, etc., and from academic journals with a focus on international marketing such as <i>Journal of International Business Studies (JIBS)</i>, <i>Journal of International Marketing (JIM)</i>, <i>Journal of Marketing (JM)</i>, <i>International Marketing Review (IMR)</i>, etc.</p>	
<b>Course Website</b>	<p>This course combines traditional face-to-face classes. For support learning following websites can be used:</p> <p><a href="https://books.google.co.uk">https://books.google.co.uk</a></p> <p><a href="https://libgen.is">https://libgen.is</a></p>	
<b>Course Outline</b>	<p>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.</p>	
<b>Course Objectives</b>	<p>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 environment.</p> <p>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.</p>	

Learning Outcomes		At the end of this course, students should be able to: <ul style="list-style-type: none"><li>• View and understand Retail Marketing; learn the terminology; know the institutions, and their role or market position.</li><li>• Find and/or develop instruments for data collection.</li><li>• Interpret Retail Marketing information.</li><li>• Apply knowledge and intuition to develop Retail Marketing strategies.</li></ul>		
Teaching methods		Lecture	X	
		Group Discussion	X	
		Experiential Exercise	X	
		Case analysis	X	
Evaluation		Methods	Date / deadlines	Percentage (%)
		Midterm exam		30
		Insight		10
		Group Project		10
		Attendance		5
		Activity		5
		Final exam		40
		Total		100
Policy		<b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate in the final exam.		
		<b>Activity</b> shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.		
		<b>Case studies:</b> 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.		
		<b>Insight:</b> Different research based insights by big three management consulting companies (McKinsey, Bain Group and BCG) will be analysed in every week and summary of the insights will be subject of seminar discussions.		
		<b>Group Project:</b> subject matter topics will be provided and the students will be in charge of preparing presentations based on the topics to present at the end of the semester. All topics will based on descriptive research with primary and secondary data.		
		<b>Late Submission Policy:</b> 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.		
		<b>Cheating / Plagiarism:</b> Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.		
Tentative Schedule				
Week	Date (2025)	Topics		Textbook/Assignments
1		Discussion on course and requirements The Scope and Challenge of Retail Marketing		Chapter 1 / Forming teams for group projects
2		Introduction to Retail Marketing		Chapter 1

			Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
3		Retail marketing strategy	Chapter 2 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
4		Retail consumer behavior and market segmentation	Chapter 3 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
5		Retail product and brand management	Chapter 4 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
6		Retail buying and merchandising	Chapter 5 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
7		Retail Pricing	Chapter 6 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
8		<b>MIDTERM EXAM (TBA)</b>	
9		Retail marketing communications	Chapter 7 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
10		Retail locations and warehouse management	Chapter 8 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
11		Retail design and layouts	Chapters 9 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
12		Retail customer services	Chapter 10 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
13		Multichannel retailing	Chapter 11 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends,

			Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
14		Legislation and ethics in retailing	Chapter 12 Doris Berger-Grabner. Strategic Retail Management and Brand Management, Trends, Tactics, and Examples. Walter de Gruyter GmbH, Berlin/Boston, 2021
15		Course overview	
16		<b>FINAL EXAM (TBA)</b>	

This syllabus is a guide for the course and any modifications to it will be announced in advance.