mlsmm2131
2019

UCLouvain

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1

Teacher(s)	Hazée Simon ;
Language :	French
Place of the course	Mons
Aims	*The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** The final evaluation is based on: • written, individual exam (*70% of the final grade*) • group work on the analysis, presentation and illustration of a scientific article related to "retailing" (*10% of the final score*) • case study, by group (*20% of the final score*)
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** The course alternates theoretical lectures (by both the teacher *and* students), practical exercises, case studies, field observation, and guest lectures by practitioners. The student is required to carry out preparatory work, prior to some sessions. Sessions are mainly face-to-face.
Content	Retailers play an important role in the distribution chain; they are the last link between producers and end consumers. Retailing is basically where supply literally meets demand. The objective of this course is to understand the realities of traditional retailing and its evolutions, particularly related to new distribution channels. Omnichannel is indeed increasingly important and fundamentally changes the way companies distribute their products and interact with consumers. Effective management of "omnichannel retailing" is now an essential source of value and can represent a significant competitive advantage in the modern market. In this context, this course focuses on the following key strategic and operational decisions that retailers face on a daily basis: • developing effective omnichannel distribution strategies, • implementing these strategies through a coherent "retailing mix" (e.g., merchandise management, store location, servicescape), • building lasting relationships with both suppliers and customers, and • making the customer experience as qualitative and fluid as possible, regardless of the channel used.
Inline resources	Moodle (Student Corner)

| Bibliography | **Support de cours / Course material** :
Le matériel pédagogique, mis à disposition des étudiants sur Moodle (Student Corner), inclut :

• Slides PowerPoint (disponibles après la séance concernée)
• Articles scientifiques
• Cas d'entreprise

Références bibliographiques (liste non exhaustive) / Bibliography:
Livres (lecture conseillée mais non obligatoire / recommended readings, yet not mandatory)

• Palmatier, R., Stern, L., and El-Ansary, A. (2019), "Marketing Channel Strategy: An Omni-Channel Approach", 9th ed., Routledge.
• Levy, M., Weitz, B., and Grewal, D. (2018), "Retailing Management", 10th ed., McGraw-Hill Education.
• Laudon, K., and Traver, C.G. (2019), "E-commerce: Business, Technology, and Society", 15th ed., Pearson Education.

Articles scientifiques (disponibles sur Moodle)

• Rapp, A., et al. (2015), "Perceived customer showrooming behavior and the effect on retail salesperson self-efficacy and performance", *Journal of Retailing*, 91(2), 358–369.
• Bleier, A., Harmeling, C., and Palmatier, R. (2019), "Creating effective online customer experiences", *Journal of Marketing*, 83(2), 98-119.
• Fisher, M. L., Gallino, S., & Xu, J. J. (2019), "The value of rapid delivery in omnichannel retailing", *Journal of Marketing Research*, 56(5), 732–748.
• Gensler, S., et al. (2012), "Understanding consumers' multichannel choices across the different stages of the buying process", *Marketing Letters*, 23(4), 987-1003.
• Herhausen, D., Binder, J., Schoegel, M., and Herrmann, A. (2015), "Integrating Bricks with Clicks: Retailer-Level and Channel-Level Outcomes of Online–Offline Channel Integration", *Journal of Retailing*, 91(2), 309–325.
• Li, H., and Kannan, P.K. (2014), "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment", *Journal of Marketing Research*, 51(1), 40-56
• Lemon, K. and Verhoef, P. (2016), "Understanding Customer Experience Throughout the Customer Journey", *Journal of Marketing*, 86 (November), 69-96.
• Petersen, J. A., et. al. (2009), "Choosing the Right Metrics to Maximize Profitability and Shareholder Value", *Journal of Retailing*, 85(1), 95-111.
• Sa Vinhas, A., et al. (2010), "Channel design, coordination, and performance: Future research directions", *Marketing Letters*, 21(3), 223-237.
• Van Bruggen, G. H., et al. (2010), "Managing Marketing Channel Multiplicity", *Journal of Service Research*, 13(3), 331-340.
• Vinas, A. S., and Anderson, E. (2005), "How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels", *Journal of Marketing Research*, 42(4), 507-515.
• Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J., & Weitz, B. A. (2010), "Crafting integrated multichannel retailing strategies", *Journal of Interactive Marketing*, 24(2), 168-180 |
| Faculty or entity in charge | CLSM |

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] : Business Engineering	INGE2M	5		🔍
Master [120] : Business Engineering	INGM2M	5		🔍
Master [60] in Management	GESM2M1	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Management	GESM2M	5		🔍