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Teacher(s)	Hazée Simon ;
Language :	French
Place of the course	Mons
Prerequisites	/
Main themes	The objective of this course is to understand the realities of retailing and the evolutions related to the new distribution and communication formats. It should enable the student to understand the various forms of strategic, horizontal and vertical interdependencies that link producers and intermediaries, as well as their strategic implications. It also emphasizes the complexity of the distributor's retailing mix decisions (choice of point of sale location, optimization of the assortment, merchandising decisions ...).
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p><b>Competencies</b></p> <p>Given the « competencies referential » linked to the LSM Master 120 in Management and in Business Engineering, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> <li>• Act in an international and multicultural context: understand the food retailing sector (producers and intermediaries), international by nature</li> <li>• Work in team and take a leadership role in a team: in particular in a case study simulating a negotiation taking place between a producer and a retailer (based on real data)</li> <li>• Communicate: the necessity to adopt a communication mode integrating the viewpoints of both parties in a case study simulating a negotiation situation (win-win strategy).</li> <li>• Apply a scientific approach</li> </ul> <p>1</p> <p><b>Learning outcomes</b></p> <p>During this course:</p> <ul style="list-style-type: none"> <li>• Participants learn to master the strategic (horizontal and vertical) interdependencies between producers and retailers, and their strategic implications.</li> <li>• Students are made aware of the retailing reality and the changes linked to new retailing and communication formats.</li> <li>• A special emphasis is given to the complexity of decision-making in retailing, taking into account different level of analysis (retail spot policy, assortment policy, merchandising decisions,').</li> </ul>
Content	

Bibliography	<p><b>Support de cours</b></p> <p>Le matériel pédagogique, mis à disposition des étudiants sur Moodle (Student Corner), inclut :</p> <ul style="list-style-type: none"> <li>• Slides PowerPoint et/ou screencasts</li> <li>• Articles scientifiques et de presse managériale</li> <li>• Cas d'entreprise</li> </ul> <p><b>Références bibliographiques (liste non exhaustive) :</b></p> <p><i>Livres (lecture conseillée mais non obligatoire, par ordre d'importance)</i></p> <ul style="list-style-type: none"> <li>• Levy, M., Weitz, B., and Grewal, D. (2018), "Retailing Management", 10th ed., McGraw-Hill Education.</li> <li>• Badot, O., Lemoine, J-F., and Ochs, A. (2018), "Distribution 4.0", Pearson Education (France).</li> <li>• Palmatier, R., Stern, L., and El-Ansary, A. (2019), "Marketing Channel Strategy: An Omni-Channel Approach", 9th ed., Routledge.</li> </ul> <p><i>Articles scientifiques (disponibles sur Moodle en début de période)</i></p> <ul style="list-style-type: none"> <li>• Rapp, A., et al. (2015), "Perceived customer showrooming behavior and the effect on retail salesperson self-efficacy and performance", <i>Journal of Retailing</i>, 91(2), 358–369.</li> <li>• Bleier, A., Harmeling, C., and Palmatier, R. (2019), "Creating effective online customer experiences", <i>Journal of Marketing</i>, 83(2), 98-119.</li> <li>• Fisher, M. L., Gallino, S., &amp; Xu, J. J. (2019), "The value of rapid delivery in omnichannel retailing", <i>Journal of Marketing Research</i>, 56(5), 732–748.</li> <li>• Gensler, S., et al. (2012), "Understanding consumers' multichannel choices across the different stages of the buying process", <i>Marketing Letters</i>, 23(4), 987-1003.</li> <li>• 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", <i>Journal of Retailing</i>, 91(2), 309–325.</li> <li>• Li, H., and Kannan, P.K. (2014), "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment", <i>Journal of Marketing Research</i>, 51(1), 40-56</li> <li>• Lemon, K. and Verhoef, P. (2016), "Understanding Customer Experience Throughout the Customer Journey", <i>Journal of Marketing</i>, 86 (November), 69-96.</li> <li>• Petersen, J. A., et. al. (2009), "Choosing the Right Metrics to Maximize Profitability and Shareholder Value", <i>Journal of Retailing</i>, 85(1), 95-111.</li> <li>• Sa Vinhas, A., et al. (2010), "Channel design, coordination, and performance: Future research directions", <i>Marketing Letters</i>, 21(3), 223-237.</li> <li>• Van Bruggen, G. H., et al. (2010), "Managing Marketing Channel Multiplicity", <i>Journal of Service Research</i>, 13(3), 331-340.</li> <li>• Vinas, A. S., and Anderson, E. (2005), "How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels", <i>Journal of Marketing Research</i>, 42(4), 507-515.</li> <li>• Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J., &amp; Weitz, B. A. (2010), "Crafting integrated multichannel retailing strategies", <i>Journal of Interactive Marketing</i>, 24(2), 168-180</li> </ul>
Other infos	Ce cours est enseigné en français. Merci de consulter la <a href="#">version française</a> du descriptif.
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [60] in Management	<a href="#">GESM2M1</a>	5		
Master [120] in Business Management	<a href="#">GENT2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGM2M</a>	5		