

#### Summary Information

Module Code	5006LBSMK
Formal Module Title	Retail and Services Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

#### Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

Aims	This module aims to develop students' knowledge and practical skills in retailing and services marketing.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the changing retail environment
MLO2	2	Appraise retail supply chain
MLO3	3	Develop skills for services marketing through retail operations

### Module Content

Outline Syllabus	Understanding retailing & retail strategy.Retail environment & change.Retail supply chain management.Retail operations.Services marketing.Retailer Internationalisation.Retailer digitalisation.
Module Overview	
Additional Information	To provide an integrated approach into the study of retailing and service sectors with a marketing scope.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual report	100	0	MLO1, MLO2, MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Huifeng Bai	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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