

## Liverpool John Moores University

Title: Retail & Services Marketing  
Status: Definitive  
Code: **5006LBSMK** (128999)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Huifeng Bai	Y

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual report	100	

### Aims

*This module aims to develop students' knowledge and practical skills in retailing and services marketing.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the changing retail environment
- 2 Appraise retail supply chain
- 3 Develop skills for services marketing through retail operations

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Individual report	1	2	3
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### **Outline Syllabus**

*Understanding retailing & retail strategy.*  
*Retail environment & change.*  
*Retail supply chain management.*  
*Retail operations.*  
*Services marketing.*  
*Retailer Internationalisation.*  
*Retailer digitalisation.*

### **Learning Activities**

Lectures, online activities and seminars.

### **Notes**

To provide an integrated approach into the study of retailing and service sectors with a marketing scope.