




Teacher(s)	Ducarroz Caroline ;Sinigaglia Nadia (compensates Ducarroz Caroline) ;
Language :	French
Place of the course	Mons
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 ...).
Aims	<p><b>Competencies</b></p> <p>Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, 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> </ul> <p>1</p> <ul style="list-style-type: none"> <li>• Apply a scientific approach</li> </ul> <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> <p>-----</p> <p><i>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".</i></p>
Evaluation methods	<p>Student evaluation will be determined by:</p> <ul style="list-style-type: none"> <li>• A written exam (60% of the final grade)</li> <li>• Team work (24% of the final grade)</li> <li>• Negotiation role play, per team (16% of final grade)</li> </ul>
Teaching methods	Sessions alternate lectures on theoretical aspects, case studies, practical exercises, negotiation role play (producers / retailers), observation of field reality through team work, and discussions with professionals (producers and retailers). Students will thus have to do preliminary work before some sessions (especially preparing practical exercises and the negotiation role play).
Content	<p>This course makes students understand the strategic role played by the intermediaries within the competitive exchange process aiming at making the goods and services available to the final customer or end-user. A special emphasis is put on the food retailing sector and on recent themes related to retailing, in particular through lectures of professional experts in the area.</p> <p>The mix of lectures, case studies, and discussions with professionals make students face the retailing world. Furthermore, deep thinking that students have to make, per team, on a Belgian retailer, let them better comprehend this world.</p> <p>More precisely, the main themes are:</p> <ol style="list-style-type: none"> <li>1. A SYSTEMIC APPROACH OF THE MARKETING CHANNELS</li> <li>2. THE ROLE OF THE INTERMEDIARIES WITHIN THE RETAILING CHANNEL</li> </ol>

	<p>3. DISTRIBUTORS PERFORMANCE</p> <p>4. MERCHANDISING DECISIONS (LOCATION SELECTION, ASSORTMENT OPTIMIZATION, ETC.)</p> <p>5. NEGOTIATION PRINCIPLES</p>
Inline resources	Moodle (Student Corner)
Bibliography	<p><b>Support de cours</b> Le matériel pédagogique, à disposition des étudiants sur Moodle (Student Corner), est composé de :</p> <ul style="list-style-type: none"> <li>• Slides (écrans Power Point)</li> <li>• Etudes de cas</li> <li>• Cas de négociation</li> </ul> <p><b>Références bibliographiques recommandées, lectures conseillées</b> [1] A.-S. BINNINGER (2013), La Distribution, Gualino Editeur, Lextenso Editions. [2] G. CLIQUET, A. FADY, G. BASSET (2006), Management de la Distribution, 2ème Edition, Dunod, Paris. [3] A. COUGHLAN, E. ANDERSON, L.W. STERN, A. EL-ANSARY (2006), Marketing Channels, 7th Edition, Prentice Hall. [4] J. DIOUX, M. DUPUIS (2005), La Distribution: Stratégies des Groupes et Marketing des Enseignes, Pearson Education France. [5] J. DIOUX (2013), Merchandising Management, Editions De Boeck. [6] M. FILSER, V. DES GARETS, G. PACHE (2012), La Distribution: Organisation et Stratégie, 2ème Edition, Editions EMS (Management et Société). [7] M. VANDERCAMMEN, N. JOSPIN-PERNET (2010), La Distribution, 3ème Edition, Editions De Boeck.</p>
Faculty or entity in charge	CLSM

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