








5.00 credits

30.0 h

Q1

| | |
|---------------------|--|
| Teacher(s) | Hazée Simon ; |
| Language : | French > English-friendly |
| Place of the course | Mons |
| Prerequisites | / |
| Main themes | <p>The aim of this course is to provide an understanding of the realities of traditional retailing and the changes that are taking place, particularly as a result of new distribution and communication formats.</p> <p>It should enable students to understand the different forms of strategic interdependence, both horizontal and vertical, that link producers and intermediaries, as well as their strategic implications. It also emphasizes the complexity of decisions linked to the retailer's retailing mix.</p> <p>The main themes covered in this course include :</p> <ul style="list-style-type: none"> • Retail strategy development • Retailer types and distribution channels • Omnichannel retailing & e-commerce • Retailing mix decisions (e.g., store location, customer service) • Merchandise management (e.g., assortment size, shelf layout) • Supplier-distributor relationship management (e.g., negotiation, conflict resolution) • Customer relationship and experience management (e.g., customer journey mapping) |
| Learning outcomes | <p>At the end of this learning unit, the student is able to :</p> <p>Competencies 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"> • Corporate citizenship: the habit of acting consciously, aware of one's responsibilities, placing human and ethical considerations at the very heart of one's thinking and actions (1.1. + 1.3) • Knowledge and reasoning: The active and integrated mastery of a multidisciplinary body of knowledge (content, methods, models and conceptual frameworks) as a basis for acting with expertise in the various areas of management (2.2 + 2.3 + 2.4) • A scientific and systematic approach: the ability to analyse and resolve problems in multidisciplinary and complex management situations using a scientific and systematic approach (3.1+3.2+3.3+3.5) • Teamwork and leadership: Being able to form and work in a team and to practice enlightened leadership among one's collaborators (6.1) <p>1</p> <p>Learning outcomes At the end of this teaching unit, students will be able to :</p> <ul style="list-style-type: none"> • make tactical and digital marketing decisions relating to distribution, based on analytical, critical and reflexive reasoning; • apply channel management and retailing management concepts and methods to concrete management situations, including international ones; • create an omnichannel distribution strategy and choose the appropriate distribution channel(s) to develop a sustainable competitive advantage over time; • decide and act taking into account the social and environmental impacts of omnichannel retailing; • negotiate and build lasting relationships with the various stakeholders making up the retailer's ecosystem, including suppliers and customers, while taking into account interpersonal differences and intercultural differences |
| Content | |

| | |
|------------------------------------|--|
| <p>Bibliography</p> | <p>Support de cours</p> <p>Le matériel pédagogique, mis à disposition des étudiants sur Moodle (Student Corner), inclut :</p> <ul style="list-style-type: none"> • Slides PowerPoint et/ou screencasts • Articles scientifiques et de presse managériale • Cas d'entreprise <p>Références bibliographiques (liste non exhaustive) :</p> <p><i>Livres (lecture conseillée mais non obligatoire, par ordre d'importance)</i></p> <ul style="list-style-type: none"> • Levy, M., Weitz, B., and Grewal, D. (2018), "Retailing Management", 10th ed., McGraw-Hill Education. • Badot, O., Lemoine, J-F., and Ochs, A. (2018), "Distribution 4.0", Pearson Education (France). • Palmatier, R., Stern, L., and El-Ansary, A. (2019), "Marketing Channel Strategy: An Omni-Channel Approach", 9th ed., Routledge. <p><i>Articles scientifiques (disponibles sur Moodle en début de période)</i></p> <ul style="list-style-type: none"> • 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. • Bleier, A., Harmeling, C., and Palmatier, R. (2019), "Creating effective online customer experiences", <i>Journal of Marketing</i>, 83(2), 98-119. • Fisher, M. L., Gallino, S., & Xu, J. J. (2019), "The value of rapid delivery in omnichannel retailing", <i>Journal of Marketing Research</i>, 56(5), 732–748. • 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. • 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. • Ghose, A., Lee, H., Nam, K., and Oh, W. (2023), "The Effects of Pressure and Self-Assurance Nudges on Product Purchases and Returns in Online Retailing: Evidence from a Randomized Field Experiment", <i>Journal of Marketing Research</i>, forthcoming. • Lemon, K. and Verhoef, P. (2016), "Understanding Customer Experience Throughout the Customer Journey", <i>Journal of Marketing</i>, 86 (November), 69-96. • Sa Vinhas, A., et al. (2010), "Channel design, coordination, and performance: Future research directions", <i>Marketing Letters</i>, 21(3), 223-237. • Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J., & Weitz, B. A. (2010), "Crafting integrated multichannel retailing strategies", <i>Journal of Interactive Marketing</i>, 24(2), 168-180 |
| <p>Other infos</p> | <p>Ce cours est enseigné en français. Merci de consulter la version française du descriptif.</p> |
| <p>Faculty or entity in charge</p> | <p>CLSM</p> |

| Programmes containing this learning unit (UE) | | | | |
|--|-------------------------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Management | GESM2M | 5 | |  |
| Master [60] in Management | GESM2M1 | 5 | |  |
| Master [120] in Business Management | GENT2M | 5 | |  |
| Master [120] : Business Engineering | INGE2M | 5 | |  |
| Master [120] in Management | GEST2M | 5 | |  |
| Master [120] : Business Engineering | INGM2M | 5 | |  |
| Master [120] in Management (with work-linked-training) | GESA2M | 5 | |  |