

<b>WPE 29 Retail and category management</b>		
<b>Exam:</b>	<b>LV.-No.:</b>	<b>ECTS-Points:</b> 5 CP
<b>Recommended Semester:</b> Minimum 3. BSc. Oecotroph.	<b>Module:</b>	<b>Language:</b> English
<b>Responsible lecturer:</b> Ute Krützmann	<b>Cycle:</b> Single (non-recurring)	<b>Registration information:</b>
<b>Lecturer in charge:</b> Pieter Jelle Brinkman (Hogeschool van Arnhem en Nijmegen, Netherlands)		
<b>Learning outcomes</b>	Students are able to... <ul style="list-style-type: none"> <li>• recognize, describe and propose tools to influence the shopper (Cialdini)</li> <li>• calculate turnover and margin of a specific assortment on shelf (supermarket) (excel), based on a category vision (basic)</li> <li>• explain the complexity of the 'ideal' shelf layout, matching internal goals, sustainability and other consumer preferences</li> <li>• recognize/ construct a Consumer Decision Tree (CDT) based on field research (for a specific category)</li> <li>• indicate the impact of certain actualities on the food retail landscape</li> </ul>	
<b>Form of exam</b>	Team presentation in English	
<b>Form of teaching</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Discussions</li> <li>• Feedback on presentations</li> <li>• Company visit (if possible → COVID 19)</li> </ul>	
<b>Course contents</b>	<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Shop visits (without teacher)/ research</li> <li>• Team work</li> <li>• Presentations</li> </ul>	
<b>Workload</b>	Presence (2 SWS): 60 Std. Preparation and Follow-up: 90 Std Sum total: 150 Std.	
<b>Requirements</b>	English proficiency (B1/B2-level)	
<b>Literature</b>	To be decided later	