



**Minor  
Handelsmanagement  
(Retail Management)**

**Stand: Mai 2015**

Inhaltliche Darstellung:

Seminar für Handel und Kundenmanagement





## Organization

Module	Prüfungsform	LP des Moduls	Turnus*	Soll LP	
Strategic Management in Retailing	KL/MP	6 LP	2- bis 4-semesterig.	mind. 6 LP <sup>2</sup>	mind. 18 LP
Retail Marketing <sup>1</sup>	KL/MP	6 LP	2- bis 4-semesterig.		
Customer Relationship Management	KL/MP	6 LP	2- bis 4-semesterig	max. 18 LP <sup>2</sup>	
Preispolitik <sup>1</sup>	KL(60)	6 LP	2- bis 4-semesterig		
Marketing Performance Management	KL/MP	6 LP	2- bis 4-semesterig		
E-Commerce	KL/MP/HA	6 LP	unregelmäßig		
The Psychology of Strategic Interactions, Negotiations and Selling <sup>1</sup>	KL/RE	6 LP	WS		
Supply Chain Strategy <sup>1</sup>	KL/MP/FS	6 LP	WS		
Ausgewählte Fragestellungen des Handelsmanagements	KL/MP/HA	6 LP	unregelmäßig		
Practical Applications in Retailing	KL/MP/HA	6 LP	WS/SS		
Quantitative Applications in Marketing	KL/MP/HA	6 LP	unregelmäßig		
Selected Issues in Retailing	KL/ so	6 LP	unregelmäßig		
Hauptseminar Handel und Kundenmanagement I	RE/HA	6 LP	WS/SS	max. 6 LP	
Hauptseminar Handel und Kundenmanagement II	RE/HA	6 LP	unregelm.		
Hauptseminar Handel und Kundenmanagement III	RE/HA	6 LP	unregelm.		
Hauptseminar Supply Chain Management und Management Science	RE/HA/ KL	6 LP	WS/SS		

<sup>1</sup> Prüfungsleistungen dieses Moduls können unter Berücksichtigung des im Modulhandbuch genannten Turnus spätestens im Sommersemester 2015 letztmalig abgelegt werden.

<sup>2</sup> Diese Regelung entfällt mit Ablauf des Sommersemesters 2015.

\*Die Angabe des Turnus stellt ein reines Serviceangebot des WiSo-Studienberatungszentrums dar. Bitte kontrollieren Sie unbedingt das Turnusangebot im Modulhandbuch nochmal selbst.





## Presentation of the Minor

### 1) Participating Departments

The Minor Retail Management is principally offered by the Department of Retailing and Customer Management (Prof. Dr. Reinartz, Juniorprofessor Dr. Eisenbeiß). Additional courses are offered by the Department of Marketing and Market Research (Prof. Dr. Fischer), the Department of Marketing and Branding (Prof. Dr. Völckner), the Department of Supply Chain Management (Prof. Dr. Thonemann), and the Department of Economic and Social Psychology (Prof. Dr. Fetchenhauer).

#### Contact Person:

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### 2) General Presentation of the Minor

The minor focuses on the strategy and tactics of the retailing, wholesaling and distribution sector. The program provides students with strong theoretical and applied fundamentals in strategic planning and analysis, market intelligence, statistical methods, and marketing mix implementation in the sector. In addition, practice-orientation is established through the use of case studies, seminars, senior guest speakers, and excursions. The minor has a clear international orientation.

The Minor Retail Management can be matched with the Master Studies in Business Administration, Economics, Information Systems, Business Educational Science, Political Sciences, Sociology and Empirical Social Research, as well as Health Economics.

Within the Masters Studies in Business Administration, the Minor Retail Management can complement the Majors Marketing, Supply Chain Management and Accounting.

### 3) Aim

The main objective of the Minor Retail Management is to provide students with the qualifications to enter the exciting and very dynamically evolving retailing and wholesaling industry in such fields as marketing, buying & merchandising, customer management, sales, services, supply chain management, e-commerce, and market research.





The objective of our teaching is to convey knowledge, theories and methods. The importance of theories and methods stems from the fact that while knowledge becomes obsolete, the former help to counter new issues and problems.

Beyond theory students are supposed to get acquainted with the practical implications of what is being taught. Consequently, theories and methodologies have to be translated into and applied to real-life situations. This is achieved by using the case study method. In addition, statistical methods are studied and applied by analyzing market research data. Furthermore in seminars, partly in cooperation with companies, very practical issues and topics are discussed. Lectures are supplemented with regular guest lectures by senior managers.

Most of the lectures are held in English, as English has become a communication standard in global management. Profound English skills are therefore a necessary requirement in a majority of positions.

#### 4) Preconditions

The Minor Retailing is mainly based on the technical and methodological knowledge acquired in Channel Management and Marketing during the Bachelor Studies. Furthermore, it is necessary to have basic knowledge in descriptive and inferential statistics. Basic knowledge in empirical social research is desirable.

As most of the lectures are held in English a sufficient knowledge of English is required.

#### 5) Content Focus

Students can focus on Strategic Planning (Module: Strategic Management in Retailing), Retail Marketing (Modules: Retail Marketing, Practical Applications in Retailing) and the Marketing Mix (Module: Preispolitik), E-Commerce (Module: E-Commerce), Customer Relationship Management (Module: Customer Relationship Management), Market Research (Modules: Marketing Performance Management, Quantitative Applications in Marketing), Consumer Behavior (Modules: Retail Marketing, The Psychology of Strategic Interactions, Negotiations and Selling) and/or Supply Chain Management (Modules: Supply Chain Management I and II).

#### 6) Curriculum

There is no specific order recommended in which the individual lectures should be taken. The Minor can either be started in the summer or winter semester.





## **7) Potential Fields of Work**

The Minor Retail Management prepares the students for a large variety of functions in the global retailing, wholesaling, and services sector, be it for example in line-management positions such as marketing, sales, buying, retail branding, product management, merchandising, supply chain management, or business development.

## **8) Further Information**

Students studying the Minor Retail Management have the opportunity to write a master thesis in this area.

Further information can be found on the website of the Department of Retailing and Customer Management:  
[www.reinartz.uni-koeln.de](http://www.reinartz.uni-koeln.de)

