

Course content

Lectures	Date
Introduction to retail management	26.9.2023
Types of retail organisations	3.10.2023
Retail formats and players in retailing	10.10.2023
Marketing research in retail	17.10.2023
CANCELED	24.10.2023
Retail empirical laws	31.10.2023
Ongoing test	7.11.2023
Store location – trading area analysis	14.11.2023
Pricing strategies in retailing	21.11.2023
Merchandising and category management	28.11.2023
Marketing communication and advertising	5.12.2023
Strategic marketing in retailing	12.12.2023
Retail branding and positioning	19.12.2023

