

# Course content

Lectures	Date
Introduction to retail management	<b>30.09.2024</b>
Types of retail organisations	<b>07.10.2024</b>
Retail formats and players in retailing	<b>14.10.2024</b>
<b>Ongoing test 1</b>	<b>21.10.2024</b>
<b>National holiday</b>	<b>28.10.2024</b>
Marketing research in retail	<b>04.11.2024</b>
Retail empirical laws	<b>11.11.2024</b>
Store location – trading area analysis	<b>18.11.2024</b>
<b>Experiential exercise presentations</b>	<b>25.11.2024</b>
Pricing strategies in retailing	<b>02.12.2024</b>
Merchandising and category management	<b>09.12.2024</b>
Marketing communication and advertising, Retail branding	<b>16.12.2024</b>

