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The focus of the basic module is on the value-creation processes through strategic and operative retailer brand building. We will introduce our brand development approach to you and concentrate on the brand building process, discuss market research techniques, positioning, customer journey, assortment/services planning, pricing, location, buying systems and relationship management.

Particular emphasis will be put on a practice-oriented view, which includes extensive discussions on the consequences of the various perspectives for retail management, project work, and direct encounters with managers and entrepreneurs.

We consider learning as a process of joint discovery, in which you will become an **active participant**. This learning model deploys a mixture of lectures, presentations, debates, group work, discussions and individual performances.

**OVERALL GRADING** will be based on the following assessments:

<b>Assignments:</b>	<b>Individual</b>	<b>Group</b>
<b>Learning Journals</b>	<b>30 points</b>	
<b>Student sessions</b>	<b>20 points</b>	<b>10 points</b>
<b>Contribution to the project</b>	<b>15 points</b>	<b>20 points</b>
<b>Guest Speaker (Protocol &amp; documentation)</b>		<b>05 points</b>

Your personal Learning Journal will lead you to regularly reflect on your learnings of the last session. Given questions (in a defined journal form) will help you through this process.

**The working language for the semester project and some guest speaker presentations will be German!**

The practical joint semester project will give you the opportunity to apply your knowledge from the course in a specific framework. You and your group will be entrusted with the analysis and the development of proposals for Tyrolean Companies.

Passing the course requires a **positive evaluation of each of the assignments** and a **total of 60%**.

The course sessions require some **prior reading and preparation**.

Your **attendance** at the 8 student sessions is expected (max. 2 absences without doctor's certificate) – not only physical but also **mental attendance**: **NO** chatting, eating, mobile typing, etc. during speeches and presentations – show the necessary **respect** to your colleagues and our guest speakers! Excursions are compulsory.

Details on project, assignments and literature will be given in the course introduction and OLAT!

**SCHEDULE, TOPICS AND GUESTS – RETAIL MARKETING 1 (R1) – VO 436212 & PS 436213**

<b>Date</b>	<b>Schedule</b>	<b>Agenda &amp; Topics</b>	<b>Place</b>	<b>Lecture</b>
Wednesday, October 16 <sup>th</sup>	09:00 – 10:45	<b>Course Introduction</b> <i>Welcome &amp; briefing including project specification Konzept Sillpark, Vorplatz Sillpark inkl. Begrünung Happy Fitness, MfIT</i>	HS 3	GB, CK, MR
	10:45 – 11:45	<b>Session 1 (GB):</b> Students of R1& R2 together Guenther Botschen, Retailer as Brands – The Approach, Retail Lab, Universität Innsbruck	HS 3	
	13:00 – 14:30	Project Work		
	14:30 - 15:45	<b>Bachelor Thesis</b>		
	16:00 -	<ul style="list-style-type: none"> <li><b>First Exploration - Konzept Sillpark und Vorplatz Sillpark</b></li> </ul>	Sillpark/ Afling	Teams
Wednesday, October 23 <sup>rd</sup>	08:00 – 10:45	<b>Internal Project work 1</b>	HS 3	MR
	16:00 – 18:00	<b>Internal Project work 2</b>	HS 1	
Wednesday, October 30 <sup>th</sup>	09:00 – 10:45	<b>Student Session 2 (GB)</b> Market Research	Inncubator	CK, MR
	11:00 – 12:30	<b>Guest speaker: Tom Schinker, Wandermut, Köln</b>		
	12:30 – 14:00	Healthy Lunch		
	14:00 – 15:30	<b>Guest speaker: Dominik Stadler, Happy Fitness, Innsbruck</b>		
	15:45 – 17:30	<b>Student Session 3 (GB)</b> Positioning		
	08:30 – 10:15	<b>Student Session 4 (GB)</b> Customer Journey		
Thursday, October 31 <sup>st</sup>	10:30 – 12:00	<b>Guest speaker: Mario, Sepp, Gastspiel, Seefeld</b>	Inncubator	CK, MR
	12:00 – 13:00	Healthy Lunch		
	13:00 – 15:00	<b>Student Session 5 (GB)</b> Assortment		
	16:00 – 19:00	<b>Guest speaker: Erwin Seidemann, Bio- Blumengärtnerei Seidemann, Afling</b>	Gärtnerei Seidemann, Afling bei Kematen	
Wednesday, November 13 <sup>th</sup>	09:00 – 11:45	<b>Internal Project work 3</b>	HS 3	GB, CK, MR
	13:00 – 15:45	<b>Internal Project work 4</b>	HS 3	

Wednesday, November 27 <sup>th</sup>	09:00 – 10:45	<b>Student Session 6</b> (GB) Pricing & Promotions	Inncubator	GB, CK
	11:00 – 12:30	<b>Guest speaker: Kilian Thalhammer, Wirecard, Graz</b>		
	12:30 – 14:00	Healthy Lunch		
	14:00 – 15:30	<b>Guest speaker: Markus Siedl &amp; Cornelia Dilp, Center-Management Sillpark, Innsbruck</b>		
	15:45 – 17:30	<b>Student Session 7</b> (GB) Buying Systems		
Thursday November 28 <sup>th</sup>	08:30 – 10:15	<b>Student Session 8</b> (GB) Relationship Management	Inncubator	GB, CK
	10:30 – 12:00	<b>Guest speaker: Hans Lanzinger, Pfanner, Lauterach</b>		
	12:00 – 14:00	Healthy Lunch		
	14:00 – 15:30	<b>Guest speaker: Alexander Jeschow, Mpreis, Völs</b>		
	15:45 – 17:30	Project Work		
Wednesday, December 4 <sup>th</sup>	09:00 – 11:45	<b>Internal Project work 5</b>	HS 3	GB, MR, CK
	13:00 – 15:45	<b>Internal Project work 6</b>	HS 3	
Wednesday, December 11 <sup>th</sup>	10:00-12:45	<b>Guest speaker: Patricia Sepetavc, Spar, Wörgl</b>	HS 2	GB, MR, CK
Wednesday, January 8 <sup>th</sup>	09:00 – 11:45	<b>Internal Project work 7</b>	HS 3	GB, CK, MR
	13:00 – 15:45	<b>Internal Project work 8</b>	HS 3	
Wednesday, January 15 <sup>th</sup>	09:00 – 11:45	<i>Draft Project Presentation</i>	HS 3	GB, MR, CK
Wednesday, January 22 <sup>nd</sup>	15:00 – 18:00 18:00 – 18:30 18:30 – 19:00 19:00 – 21:00	<i>Project Presentation Healthy Buffett Jury Retail Lab Partner Treffen</i>	Inncubator	GB, MR, CK