

Department of Retailing
and Customer Management

- Introduction
Minor Retail Management -



Werner J. Reinartz
Professor of Marketing
Department of Retailing and Customer Management



What is Retailing?





Why study Retailing

- Approx. 400,000 retailing and wholesaling companies in Germany
- Germany's biggest employer (approx. 5.6 million employees), more than 20 million employees in the U.S. retail and wholesale industry
- 4 out of the 10th wealthiest Germans are retailers, 8 out of the 25th wealthiest people in the world are retailers.
- Hands-on studies with case studies, lectures, guest speakers, and excursions



Otto...find' ich gut

ZARA

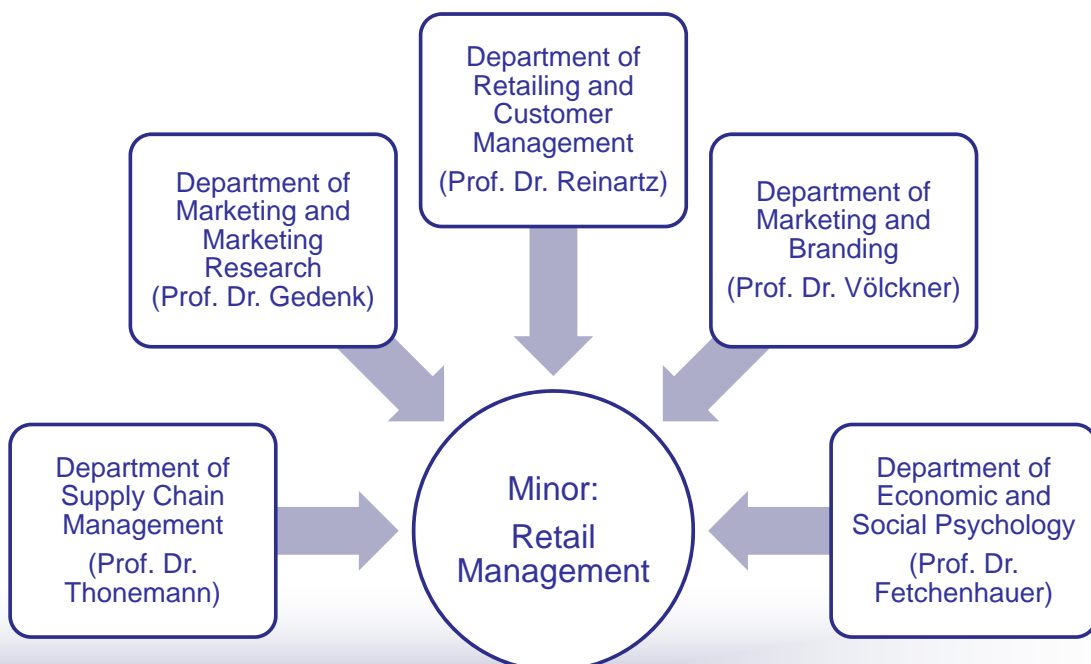


H&M

Tchibo



Relevant Departments





Long retailing tradition in Cologne

- Rudolf Seyffert (1924-1963)
- Edmund Sundhoff (1962-1979)
- Fritz Klein-Blenkers (1979-1991)
- Lothar Müller-Hagedorn (1991-2007)
- Werner Reinartz (2007 -)
 - Previously at INSEAD, Fontainebleau



Team





Key principles of the seminar

- Focussing on rigor and relevance in all of our research and teaching activities.
 - Not exclusion but synergy effects between both!
- Maintaining close contacts to the managerial and business community
- International perspective



Objectives of the Seminar

- Training the new generation of managers so that they become knowledgeable, thoughtful, responsible, and successful.
- Dealing with managerially relevant topics, where our work will impact managerial and business practice.
- Creating international reputation and visibility through research that is published in the best international journals
- Systematic and rigorous doctoral training



What we offer... Careers in Retailing

CAREERS IN RETAILING

Want to learn about direct entry or internship in retailing? Get first-hand information!



- Opportunity for students to get first-hand information on career management in the retailing industry
- Speakers from key players in the retail sector provide company overviews and conduct panel discussion concerning retailers as employers and career opportunities
- Face-to-face contact to company representatives
- Information on the application process, career opportunities, internships, diploma theses, or other questions related to the retail sector



Careers in Retailing – Participating companies



Douglas



MEDIA - SATURN - HOLDING GMBH

NOWEDA

METRO Group
The Spirit of Commerce

P&G

Peek&Cloppenburg

TOYS R US

REWE

OBI
genial



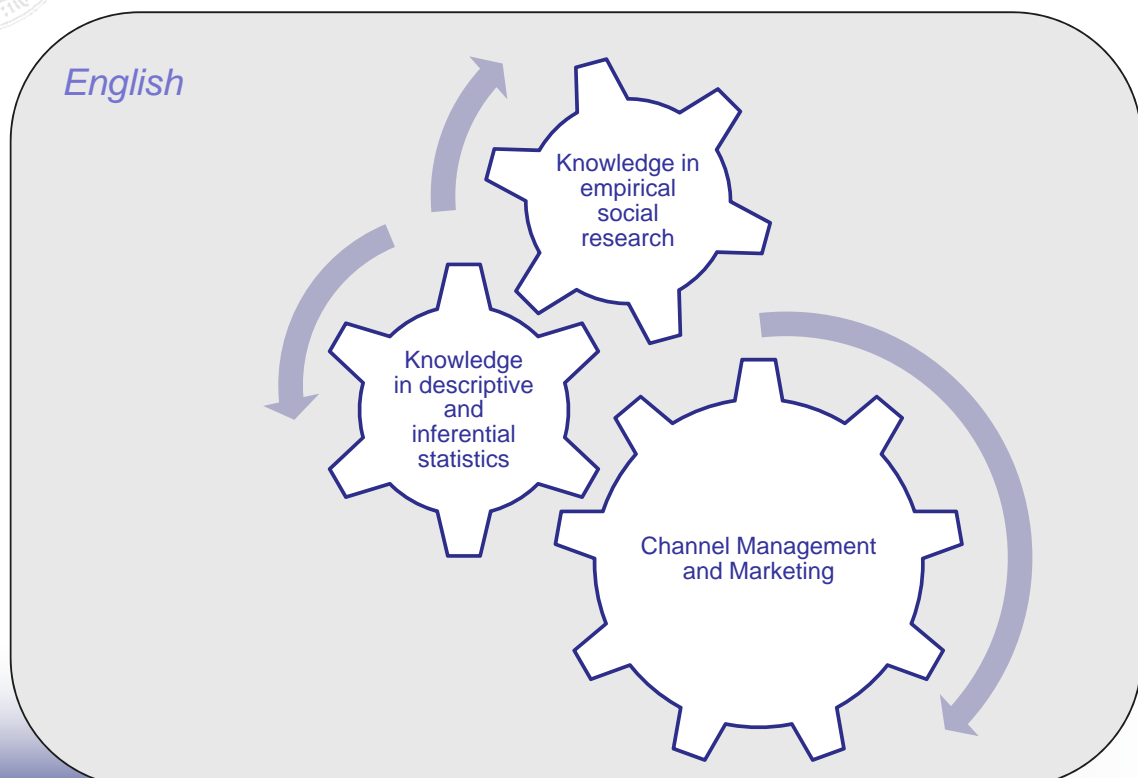
- Collection of German and English books
- Collection of high-quality academic journals
- National and international business magazines and daily's
- Planet Retail Database
- Work places, work stations, W-Lan

- For more details visit:

http://www.reinartz.uni-koeln.de/02/index_en.asp



Prerequisites





Courses – Minor Retail Management

Module	Cycle	CP	Target CP
Strategic Management in Retailing (Reinartz) (E)	2 (usually SS)	6	min. 6 CP
Retail Marketing (Reinartz) (E)	2 (usually SS)	6	
Main Seminar Retailing and Customer Management (Reinartz) (E)	WS/SS	6	max. 6 CP
Main Seminar SCM and Management Science (Thonemann)	WS/SS	6	

E = lectures held in English



Courses – Minor Retail Management

Module	Cycle	CP	Target CP
Customer Relationship Management (Reinartz) (E)	2 (usually WS)	6	max. 12 CP
Price Management (Völckner)	SS	6	
Advertising and Sales Promotion (Gedenk)	WS	6	
Marketing Research (Gedenk)	SS	6	
The psychology of strategic interactions, negotiations and selling (Fetchenhauer) (E)	WS	6	
SCM and Management Science I (Thonemann) (E)	WS	6	
SCM and Management Science II (Thonemann) (E)	WS	6	
Selected Problems of Retail Management (Guest)		6	

E = lectures held in English



Anticipated Semester Plan

Module	WS08/09	SS09	WS09/10	SS10	WS10/11
Strategic Management in Retailing (E)		X		X	
Retail Marketing		X		X	
Main Seminars	X	X	X	X	X
Customer Relationship Management	X		X		X
Price Management		X		X	
Advertising and Sales Promotion	X		X		X
Marketing Research		X		X	
SCM I and II	X		X		X

Table might be subject to alterations!



Strategic Management in Retailing (E)

Qualification	Management Positions in Retailing and Marketing
Competencies	<p>The students ...</p> <ul style="list-style-type: none"> ... learn about the importance of retailing ... assess current trends in retailing ... develop a strategic view on managing retail companies ... use theoretical approaches to analyse existing and new retail markets ... learn about metrics to measure retail performance ... know about best-practices
Content	<ul style="list-style-type: none"> • Process of strategic planning • Segmentation, Targeting, Positioning • Internationalization strategies • Location models • Performance metrics and retail controlling • Retail branding • Retail best-practices • etc.
Department	<ul style="list-style-type: none"> • Department of Retailing and Customer Management, Prof. Dr. Werner Reinartz



Retail Marketing (E)

Qualification	Management Positions in Retailing and Marketing
Competencies	<p>The students...</p> <ul style="list-style-type: none"> ... develop knowledge of retail marketing theory and practice both within a national and international context ... are trained in marketing foundations, functions, and strategies used to merchandise and sell products and services effectively in highly competitive retail markets ... understand how new trends and developments in retail marketing such as e-commerce and the internationalization in retailing impact retail execution
Content	<ul style="list-style-type: none"> • What is the concept and nature of retail marketing? • What are the particularities and consequences of consumer behavior in the retail context? • What constitutes the retail marketing planning process? • What are the particularities of marketing mix execution in retailing (for example, selling and executing price policies, developing and executing promotional strategies, etc.)? • How does services retailing differ from product retailing? • How do retailers leverage the large volume of data (customer/product related) which is available today?
Department	Department of Retailing and Customer Management, Prof. Dr. Werner Reinartz

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Customer Relationship Management (E)

Qualification	Management positions in marketing, sales, and distribution of manufacturing-, retailing-, and services companies.
Competencies	<p>The students ...</p> <ul style="list-style-type: none"> ... distinguish between transactional and relational exchanges ... investigate the satisfaction-profit chain and its implications for managing customers ... get to know a basic set of important customer related metrics ... understand the concept of "customer lifetime value" ... recognize the potentials and limits of an active customer management ... learn the application of customer management in a variety of industries
Content	<ul style="list-style-type: none"> • What are the theoretical and conceptual foundations of CRM? • How can CRM enhance organizational performance? • How does CRM force the interaction between corporate strategy, organizational structure, supply chain, and customer facing front end? • How are CRM strategies implemented? • What is the role of measuring and managing customer satisfaction, customer loyalty, customer profitability, and lifetime value? • How does one use some of the basic CRM analytic tools?
Department	Department of Retailing and Customer Management, Prof. Dr. Werner Reinartz

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Supply Chain Management and Management Science I (Strategy) (E)

Qualification	Tasks in supply chain management (and related tasks like buying, logistics, and sales), project management and consulting
Competencies	<p>The students ...</p> <ul style="list-style-type: none"> ... learn the basic concepts to design strategies within the field of supply chain management. ... analyze strategic decisions and design-aspects in supply chains. ... look at other relevant strategic fields in addition to corporate strategy. ... use methods that allow them to improve product planning and product architecture within the context of product development. ... understand the field of process development. ... use multiple methods. ... apply and deepen their knowledge with the help of case studies and related exercises.
Content	<ul style="list-style-type: none"> • Strategy development • Portfolio concepts • Product development • Process design
Department	Department of Supply Chain Management and Management Science, Prof. Dr. Thonemann



Supply Chain Management and Management Science II (Planning) (E)

Qualification	Tasks in supply chain management (and related tasks like buying, logistics, and sales), project management and consulting
Competencies	<p>The students ...</p> <ul style="list-style-type: none"> ... get familiar with the tactical decisions in supply chain management. ... simulate value-added processes with the help of modern simulation software. ... plan locations for storehouses, production sites or shops using analytical methods. ... use mathematical models to organize planned locations and to arrange operating entities. ... apply familiar methods to other important problems in supply chain management. ... apply and deepen their knowledge with the help of case studies and related exercises.
Content	<ul style="list-style-type: none"> • Simulation of value-added processes • Location planning • In-house location planning • Construction and improvement heuristics • Branch-and-Bound methods
Department	Department of Supply Chain Management and Management Science, Prof. Dr. Thonemann



Price Management

Qualification	Management positions in marketing and sales
Competencies	The students learn which theoretical and practical problems exist in the context of price management. ... learn about central control variables to determine prices. ... analyze and evaluate concepts and methods to measure price response and price setting.
Content	<ul style="list-style-type: none">• Fundamental concepts of pricing• Price behavior as basis of consumers' price reactions• Description and discussion of measurement of price response• Concepts and methods of price setting
Department	Department of Marketing and Branding, Prof. Dr. Völckner



Advertising and Sales Promotion

Qualification	Management positions in marketing and sales
Competencies	The students learn about problems and instruments of communication and promotion policy. ... analyze relevant micro economic and behavioral theories. ... describe the impact of instruments of communication and promotion policy. ... apply methods to plan communication and promotion policy.
Content	<ul style="list-style-type: none">• Instruments of integrated communication• Economic and behavioral theories of promotion• Impact and performance measurement of promotion• Promotion planning• Impact and performance measurement of advertising• Design of advertising
Department	Department of Marketing and Market Research, Prof. Dr. Gedenk



Marketing Research

Qualification	Management positions in marketing and sales
Competencies	The students learn how to plan and implement market research studies. ... learn about which decisions to make when collecting and analyzing data. ... learn how to judge the goodness of market research studies. ... apply market research methods.
Content	<ul style="list-style-type: none">• Data collection• Processing and aggregating data• Analysis of relationships
Department	Department of Marketing and Market Research, Prof. Dr. Gedenk



The psychology of strategic interactions, negotiations and selling (E)

Qualification	Positions in marketing, organisation or human resource as well as consultant positions.
Competencies	The students recognize the importance of self-interest and fairness as incitement of human behavior. ... gain an overview on the most important theories to explain strategic interaction between persons as well as companies. ... apply knowledge from the field of social-psychological research on persuasion on the field of negotiation and selling. ... recognize the difference between different negotiation strategies and assess the chance of success depending on situational constraints.
Content	<ul style="list-style-type: none">• Application of various findings on strategic interaction and research on persuasion to the field of negotiation and selling
Department	Department of Economic and Social Psychology, Prof. Dr. Fetchenhauer



Main Seminar Retailing and Customer Management

Qualification	Management positions in retailing and marketing
Competencies	The students learn to integrate scientific articles and to review them critically. ... learn to develop and assess current problems of retailing and customer management. ... learn how to develop and test hypotheses. ... write scientific papers. ... present their research results.
Content	<ul style="list-style-type: none">• Current topics in retailing• Current topics in customer management
Department	<ul style="list-style-type: none">• Department of Retailing and Customer Management, Prof. Dr. Werner Reinartz



Main Seminar Supply Chain Management and Management Science

Qualification	Tasks in supply chain management (and related tasks like buying, logistics, and sales), project management and consulting
Competencies	The students learn about concepts of supply chain management. ... understand the importance of internal and external coordination of various activities within a company and between independent companies. ... learn how to use latest software for decision support in supply chain management. ... learn to collect and structure information which is relevant for supply chain management.
Content	<ul style="list-style-type: none">• Concepts for value-added management across different levels• Methods of data modelling• Use of database and simulation tools
Department	Department of Supply Chain Management and Management Science, Prof. Dr. Thonemann



Main Seminars (Hauptseminare)

■ Content:

- Small groups (max. 40 students)
- Students work on a topic, write a paper, and present it in class
- Varying topics (e. g., retailing, CRM)
- Typically no other classes as prerequisites

■ Application:

- For all BWL seminars: centralized information, application, and clearing
- Registration during the previous term, e. g., deadline for applications for seminars in SS 09: January 9th, 2009

■ More information:

www.wiso.uni-koeln.de/marketing/zentralevergabe



Master Thesis

- Empirical and non-empirical theses possible
- Theses can be written either in English or German
- Application procedure is still to be announced

- Contact: Dipl.-Kff. Lara Lobschat



Q & A