

Strategic Retail Marketing

Responsible teacher: Arto Lindblom, arto.lindblom@aalto.fi

The purpose of this course is to provide students with an overview of strategic retail marketing. After completion of the course, the student has an understanding of the key areas of retail marketing and management with a special emphasis on strategic analysis and planning.

Due to the COVID-pandemic, the content of the course is updated. In fall 2021, students will independently:

- Write academic essays (4 essays)
- Conduct project work

There is no exam in fall 2021.

Please note that this course is self-studying course and it is offered only for non-Finnish speaking students. Finnish speaking students should participate in “Kaupan liiketoimintamallit ja markkinointi” course.

About the essays:

Write four (4) academic essays on retailing. Select your essay topics from the following list:

1. Multichannel retailing
2. Online retailing
3. Retail mix management
4. Retail business models
5. Retail entrepreneurship
6. Customer loyalty in retail
7. Assortment management (or category management)
8. Pricing strategies in retail
9. Customer service in retail
10. Customer experience management
11. Shopper marketing
12. Store planning and design
13. In-store shopping behavior
14. Retail store location decisions
15. Platform economy and/or sharing economy
16. Supplier-retailer relationships
17. Sustainability in the field of retailing
18. New technology (e.g. artificial intelligence, virtual reality) in the field of retailing

Academic essays should show your knowledge of the selected topics. Essays should also involve a critical analysis and evaluation of the selected topics from different viewpoints. Essays should be also well-organized, and well presented: the right length, carefully proof-read, well-referenced and have an academic reference list.

Please follow these guidelines when writing the essays:

- Academic essays should be around 3-4 pages (max 5 pages) (excl. reference list).
- Format style of the essays should be as follows: font 12, line spacing 1.5, and about 2000 characters per page.
- Essays are graded according to the scale 1-5.
- First essay should be submitted (in pdf-format) to arto.lindblom@aalto.fi by **26th of September**, second essay by **3rd of October**, third essay by **10th October**, and fourth essay by **17th October**.
- Remember to cite all of your sources both in the text and in the reference list at the end of your text.
- If you need more information, please contact professor Arto Lindblom (arto.lindblom@aalto.fi)

About the project work:

First, select one of the following retail companies that you are most interested in:

- Wal-Mart: <https://corporate.walmart.com>
- Amazon: <https://www.amazon.com>
- Seven-Eleven: <http://corp.7-eleven.com/corp/about>
- Carrefour: <http://carrefour.com>
- Tesco: <https://www.tescopl.com>
- Dean & DeLuca: <https://www.deandeluca.com>
- Aldi: <https://aldi.com>
- ICA: <https://www.icagruppen.se/en/>
- Costco: <https://www.costco.com/about.html>

Second, create a marketing plan for the selected retail company how to enter into Finnish grocery retail markets.

Marketing plan (project work) should include following steps:

1. Conducting a self-analysis of the selected retail company:
 - Key features of the business model
 - Strengths
 - Weaknesses
2. Conducting a brief situation audit of Finnish grocery markets:
 - Market factors (e.g. growth prospects)
 - Competitive factors (e.g. main competitors)
 - Environmental factors (e.g. general economic situation)
3. Developing a preliminary retail marketing strategy to launch a retail business in Finland:
 - Target segment(s)
 - Retail offering (retail mix) (e.g. assortment, pricing, customer service, location)
 - Competitive advantage

When planning the retail marketing strategy for the selected retail company, please consider the following basic questions:

1. What is our target market in Finland?
2. What is our retail offering in Finland?
3. What is our competitive advantage in Finland?

Project work should show your knowledge of strategic planning. Project works should also involve a compact and critical analysis of the Finnish grocery retail markets and the selected company. It should also show your ability to develop convincing retail marketing strategy (retail mix). In addition, project work should be well-organized and well presented: the right length, carefully proof-read and well-referenced.

Sources that could be useful:

- The Finnish Grocery Trade Association: <https://www.pty.fi/front-page/front-page/>
Download: **Finnish Grocery Trade Annual Publication 2021**
- Statistic Finland: http://www.stat.fi/til/klv/2016/11/index_en.html
- Kesko (Finnish retailing organization): <http://kesko.fi/en>
- S Group (Finnish retailing organization): <https://www.s-kanava.fi/web/s/en/s-ryhma-lyhyesti>

Please follow these guidelines when writing the project work:

- Project work should be around 5-6 pages (max 10 pages).
- Format style should be as follows: font 12, line spacing 1.5, and about 2000 characters per page.
- Project work is graded according to the scale 1-5.
- Project work should be submitted (in pdf-format) to arto.lindblom@aalto.fi by **24th of October** at the latest.

Key dates:

- First essay should be submitted by **26th of September**
- Second essay should be submitted by **3rd of October**
- Third essay should be submitted by **10th October**
- Fourth essay should be submitted by **17th October**
- Project work should be submitted by **24th of October**

Course grades can be expected in mid-November.

Contact information:

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Good luck!