

<b>Modulnummer</b>	<b>326</b>
<b>Modulname</b>	<b>Personal Selling and Retailing</b>
<b>Studiengang und -abschnitt</b>	MSc Agrarwissenschaften, Ökotrophologie, Wahlmodul
<b>Häufigkeit des Angebots</b>	Annually, Summer Semester
<b>Modulverantwortlicher</b>	Prof. Dr. Orth
<b>Studienberatung zum Modul</b>	Prof. Dr. Orth
<b>Lehrveranstaltungen und Dozenten</b>	<b>Lecture:</b> Basic & Advanced Conceptions in Personal Selling and Retailing: Orth <b>Seminar:</b> Personal Selling and Retailing Project: Orth und Mitarbeiter
<b>Vorkenntnisse</b>	Basic insights into consumer behavior, marketing tools, survey methods
<b>Sprache</b>	<b>English</b> (brief clarifications in German possible if necessary)
<b>Plätze</b>	Approximately 30 participants (enrollment on a first-come/ first serve basis during the first two lectures/ seminars in the classroom)
<b>Lehrformen (Präsenzstunden/ Workload)</b>	Lecture (30h/90h); Seminar (30h/90h); total (60h/180h)
<b>Ablauf Art und Gewichtung der Prüfungsleistungen</b>	Weekly during the semester 50% final exam (oral) Orth 25% homework Orth 25% presentation Orth
<b>Ausweis</b>	Required for exam
<b>European Credit Points des Moduls</b>	6
<b>Ziele des Moduls</b>	Upon completion of this module students should <ul style="list-style-type: none"> <li>a) have become better professionals by having received appropriate tools for analyzing direct sales decision problems.</li> <li>b) have become acquainted with and being helped to understand analytical models and tools which aid direct sales decisions.</li> <li>c) have received critical skills for evaluating new models and tools about which they may read in the literature, and have been enabled to read the literature.</li> <li>d) have been helped to understand personal selling and retailing problems more clearly through useful conceptual frameworks.</li> <li>e) have become more knowledgeable managers who will not be taken advantage of by some consultants.</li> </ul>
<b>Inhalte des Moduls</b>	This module covers basic and advanced concepts of personal selling and retailing. Emphasis is on the identification and appropriate use of informational tools to support managerial decisions. Special attention will be given to “selling yourself”, retail atmospherics, and aesthetics. Learning objectives are addressed through a combination of lecture and workgroup in a workshop-style setting. <b>Lecture:</b> salesperson personality and motivation, compensation and evaluation, verbal and nonverbal communication, selling process, ethical and legal considerations, site selection, retail operations management, store atmospherics, store image, and store personality. <b>Seminar:</b> supervised group project on a selected topic of practical relevance.
<b>Vermittelte Kompetenzen</b>	Methods and applications, critical thinking, business English, working in teams, oral communication.
<b>Studienhilfsmittel</b>	Assigned readings (12 journal articles), textbook (optional): Jones, Stevens and Chonko: Selling ASAP