

Title of the Course	MERCHANDISING		
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Social sciences		
Science Sector	Economics		
Science Subsector	Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		12	
Individual work/ discussions in distance		16	
Exams/tests		4	
1 st level professional study programme	Marketing and Trade		
Author(s) of the course	Evija Krakopa, <i>Mg.sc.soc.</i>		
Lecturer(s) of the course	Evija Krakopa, <i>Mg.sc.soc.</i>		
Goal of the course:	To develop students’ understanding about merchandising in marketing, its historic evolution and today’s tendencies, as well as introduce to merchandising as a set of tool in order to recognize, anticipate and influence customer’s behaviour.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. <i>Knowledge:</i> 1.1.A student describes the meaning of merchandising and its current development tendencies; 1.2. A student describes the concept of merchandising, technologies and strategies, as well as stage of merchandising. 1.3. A student recognizes the psychological aspects of merchandising and explains their meaning in anticipating consumer’s behaviour; 2. <i>Skills:</i> 2.1.A student connects the psychological traits of consumer’s perception with the strategies of merchandising; 2.2.A student plans the stages of merchandising. 3. <i>Competences:</i> 3.1. A student assesses a specific place for trading and appropriate tool of product merchandising, decides about the external factors affecting its application. 3.2. A student critically analyses the offer of service merchandising and identifies the service quality and necessities in the specific trading places.			

Content of the Course

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Development history of merchandising, theories and goals. Start of merchandising, definitions and notions. Development of merchandising, goals and tasks. 4P principle in merchandising (Product, Price, Place, Promotion)	8	5	3	2	4
2.	Standards and cycles and merchandising. Economic and geographical factors of merchandising.		5		2	
3.	Concepts and psychological aspects of merchandising. Stages of direct trade in retail business and their psychological traits. Differences of suppliers and retail businessman. Connection of planning of trading place with the customer flow. Psychological aspects of merchandising.		5		2	
4.	Technologies and strategies of merchandising. Placing products and trade equipment in line with eyesight perception laws and customer needs. Use of color perception psychological elements in merchandising. Significance of shop		5	3	2	

	lights. Additional elements of merchandising.					
5.	Stages of merchandising. Planning basics; assortment development and presentation; Budget, control and efficiency assessment.		5		2	
6.	Visual merchandising and advertising. Expression means of visual merchandising. Sales person – consultant's visual image as a components of visual merchandising. Understanding of individual image and its main components.		5	3	2	
7.	Digital merchandising. Notion of digital merchandising and development tendencies. Merchandising technologies in e-commerce environment.		5	3	2	
8.	Goals and tasks of new level merchandising. Companies of merchandising service, their offer in Latvia. Development of merchandising in the globalization context.		5		2	
TOTAL:		8	40	12	16	4
		80				

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	List and name related terminology and notions of merchandising	Recognize and use terminology and notions of	Reflects on the course material both fully and in a complex manner, demonstrating

		merchandising in definite situations	additional knowledge on the course material
Skills	Discusses the notions and terminology of merchandising, uses them according to the instructions	Justifiably chooses and uses notions and terminology of merchandising in definite situations	Uses the course material in practice in a complex manner by enriching with independently developed skills,
Competences	Recognize and responsibly assess definite problem situations, takes decisions for the completion of necessary activities	Take decisions for problem solutions, which are based on critical thinking	Applies in practice and expands a discussion on most of the course topics individually and in groups. Plan, executes and analyses the activities using the course material in a complex manner by expanding with the additional supporting information.

Acknowledgement of the obtained study results

Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature

1.	Geipele I., Fedotova K. (2007). <i>Stratēģiskie pārvaldības lēmumi: preces izplatīšana tirgū, mārketinga loģistika, merčendaizings</i> . Rīga: RTU Izdevniecība.
2.	Kaparkalēja D. (2011). <i>Merčendaizinga un pārdošanas mākslas pamati</i> . Rīga: Rīgas Tirdzniecības tehnikums.
3.	Viljamsa E., Malins Rodijs. (2008). <i>Tiešā mārketinga rokasgrāmata</i> . Rīga: Lietišķās informācijas dienests.
4.	Constant Berkhout. (2015). <i>Retail Marketing Strategy. Delivering shopper delight</i> . Kogan Page Ltd.
5.	Варлей Розмари. (2005). <i>Управление розничными продажами. Мерчандайзинг</i> . Москва Проспект

Additional Literature

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1.	Гузелевич Н.Ю. (2010). <i>Фокусы мерчандайзинга. Эффективные трюки для торговцев и поставщиков (Розничная торговля)</i> . Питер
2.	Kotler P. (1994). <i>Marketing Manegement. (Analysis, planing and control)</i> : 8th ed., Prentice Hall.
3.	Keerfoot, Shona; Davies, Barry; Ward Philippa. (2003). <i>Visual merchandising and the creation of discernible retail brands</i> . International Journal of Retail and distribution Management
4.	Farfan, Barbara. (2011). <i>Visual merchandising</i> . New York: The New York Times Company.
5.	Sarah Marie (2011). <i>A history of visual merchandising in retail stores</i> . San Francisco: Hub pages Inc., tīmeklis WWW.URL: http://hubpages.com/hub/A-History-of-Visual-Merchandising-in-Retail-Stores .

Recommended Periodicals

1.	Interneta resursi par merčendaizinga jomu: https://smallbusiness.chron.com/new-concepts-trends-merchandising-70678.html ; https://www.naturalinsight.com/the-ultimate-guide-to-retail-merchandising#the_basics_of_retail_merchandising ; https://bizfluent.com/
2.	BVK studentiem pieejamā EBSCO zinātnisko rakstu datu bāze (sk. Academic Search Complete); atslēgas vārdi: merchendaizing, retail trading.
3.	Reklāmas likums: https://likumi.lv/ta/id/163-reklamas-likums