

Module title		Abbreviation
Geography of Retailing and Consumer Behaviour		04-Geo-GEK-152-mo1
Module coordinator		Module offered by
holder of the Professorship of Social Geography		Institute of Geography and Geology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module will cover current developments and point of views in the retailing sector and consumer behaviour. Issues of cooperation, interconnectedness and new ranges of offers in trade will be covered as well as issues concerning the subsidiary network planning with simulation processes, online trade, information and purchase behaviour of consumers and examples of controlling planning measures and course of actions .</p>		
Intended learning outcomes		
<p>Students achieve consolidated skills of structures and processes concerning issues from the geographical commercial research. They are able to reflect theoretical approaches critically and to evaluate spatial effect and planning control of retail developments.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
presentation (approx. 30 minutes) and term paper (approx. 25 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Applied Human Geography (2015) Master's degree (1 major) Applied Human Geography (2017)		