### Module title
Geography of Retailing and Consumer Behaviour

### Abbreviation
04-Geo-GEK-152-m01

### Module coordinator
holder of the Professorship of Social Geography

### Module offered by
Institute of Geography and Geology

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
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### Duration
1 semester

### Module level
graduate

### Other prerequisites
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### Contents
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.

### Intended learning outcomes
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.

### Courses
(type, number of weekly contact hours, language — if other than German)

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<th>Type</th>
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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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### 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)