


Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from
university research
without a degree
and **without** long-term
commitment!



Anyone who wants to
successfully sell products
needs an understanding of
inventory management,
warehousing, distribution
and many other aspects of
logistics and retail. Learn
from experienced
professors at the university
level in our continuing
education course.

RETAILING AND LOGISTICS

Ideal for:

- Practitioners who want to discover new market trends
- Companies that want to optimize their supply chain
- All those who want to develop professionally in the field of Retailing and Logistics

Benefit from the latest insights from science
and practice taught by lecturers who are
leading the way



**Univ.-Prof. Dr. Bastian
Popp**

„Retailing and Logistics“ at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place annually in the summer semester (expected in April) as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.) as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

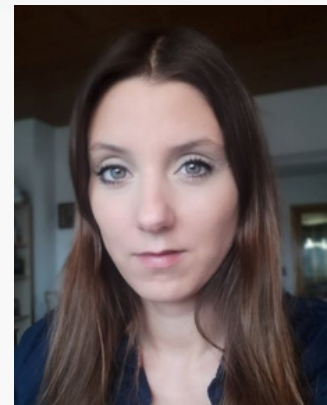
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€. The course meets the requirements for claiming educational leave!



**Ihre Ansprechpartnerin:
Julia Senni, M.A.**

Programme Manager

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Saarland University

EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

<https://www.eiabm.de/zertifikate/>

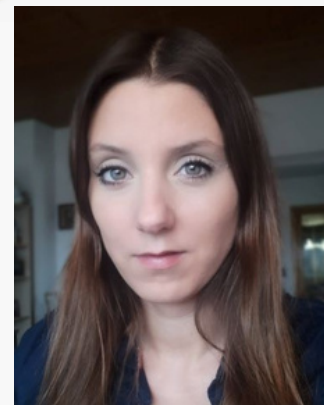
„Retailing and Logistics“ at Europa-Institut, Department of Economics at Saarland University

Qualification Objectives: The course intends to provide a comprehensive understanding of retail strategies and logistics strategies. The course is not primarily aimed at future retail managers but at executives in other industries, in particular in the consumer goods industry, who need to be aware of retail strategies in order to optimize their offer to the retail sector.

Content: The course provides a comprehensive overview of fundamental concepts in retailing. The course starts with an introduction to major developments in retailing. Especially multi-, cross-, and omni-channel retailing are discussed comprehensively. Key aspects of retail strategies, including market strategies, internationalization as well as retail marketing, including retail branding, the retail marketing mix, and category management, are covered. The course provides relevant insights into recent trends in retail management and e-commerce, as well as new business models in retailing, including direct-to-consumer strategies and social commerce. Key elements of supply chain management, logistics, and fulfillment are introduced and deepened in relation to brick-and-mortar, online, and omni-channel environments. Finally, selected technological developments (e.g., voice commerce) and sustainability in retail are part of the lecture and corresponding case studies.

Lecturer: Prof. Dr. Bastian Popp is Professor of Business Administration, in particular Retail Management and Director of the Institute of Retailing & International Marketing (H.I.MA.) and the European Institute for Advanced Behavioural Management at Saarland University. His research focuses on E-commerce and Innovative Media, Value Co-Creation and Price Management as well as Brand Management and Customer Loyalty, Service and Quality Management and Merchandising, Licensing and Retailing in Sports.

Professor Popp is currently researching the topics of sustainability and brand management in online retailing, among others.



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