



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Retailing

2021-2-F7702M068

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#### Learning area

#### Learning objectives

Recognize and develop marketing policies for retailers.

#### Contents

The aim of this course is to analyze the main issues related to retail management. In particular the course examines the role of retailers in specific competitive conditions.

#### Detailed program

Retail and Global Markets

Commercial Service and Functions

Retail Costs

Retailers, Wholesalers and Format

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Logistics Management

Retail and Innovation

## **Prerequisites**

## **Teaching methods**

Lecturers

During the state of emergency implied by the Covid-19 pandemia, video lectures will be provided.

## **Assessment methods**

Oral Exam

At the end of the course students can take a written exam

During the state of emergency implied by the Covid-19 pandemia, video-conference exams will be provided, via webex.

## **Textbooks and Reading Materials**

- Michael Levy, Barton Weitz, Dhruv Grewal, *Retailing Management*, 10<sup>th</sup> Edition; McGrawHill.
  - Roberto Sbrana, Alessandro Gandolfo, *Contemporary retailing. Il governo dell'impresa commerciale moderna*, Giappichelli, Torino, 2007.
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