



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Retailing

2021-2-F7702M068

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

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*, 10th Edition; McGrawHill.
 - Roberto Sbrana, Alessandro Gandolfo, *Contemporary retailing. Il governo dell'impresa commerciale moderna*, Giappichelli, Torino, 2007.
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