



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Retailing

2223-2-F7702M068

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#### Learning area

#### Learning objectives

Recognize and develop marketing policies for global retailers.

#### Contents

The aim of this course is to provide a comprehensive introduction to all aspects of global retailing and the fundamental elements of retail management.

#### Detailed program

The retail industry

Retail organizations

Retail planning and strategy

The retail mix

Retailers and Innovation

## **Prerequisites**

## **Teaching methods**

Lectures

## **Assessment methods**

At the end of classes, a written exam based on the lectures' content.

During the exam sessions, an oral exam on the Textbooks and Reading Materials published on the course page.

## **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.

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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