UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Retailing

2223-2-F7702M068

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