



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Retailing

2324-2-F7702M068

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#### Learning area

#### Learning objectives

Recognize and develop strategies and 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

Assortment management

Private label management

Price management

Communication and merchandising management

Retailers and innovation

New technologies in retail companies

Omnichannel retailing

## **Prerequisites**

None

## **Teaching methods**

Lectures and case studies with guest lecturers

Teaching language: Italian

## **Assessment methods**

At the end of classes a written exam will be based on the lectures' content (open questions). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).

During the exam sessions, the exam will be oral and on the Textbooks published on the course page.

## **Textbooks and Reading Materials**

- Michael Levy, Barton Weitz, Dhruv Grewal, Retailing Management, 10th Edition, McGrawHill.
- Sean Ennis, Mario Risso, Marcello Sansone, Francesco Scafarto, Retail Marketing, 1/ED, McGrawHill, 2021.

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

