UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Retailing

2425-2-F7702M068

Learning area

Business Management

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 ratail companies

Omnichannel retailing

Prerequisites

For Erasmus students, basic knowledge of marketing

Teaching methods

Lectures:
• 11 lessons of 3 hours (excluded the last lesson of 2 hours) carried out with traditional teaching mode;
• 8 lessons of 3 hours where the first part with explanations, and the second part interactive with students.
Lessons will be in presence in class and some lessons could be taught remotely.
Teaching language: Italian
Semester: 1

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open (explanation and understanding of topics covered in class). 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 to test the accumulated knowledge of students and their critical ability on crucial points of the program.

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 | RESPONSIBLE CONSUMPTION AND PRODUCTION