UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Retailing

2627-2-F7704M010

Learning area

Business Management

Learning objectives

The course aims to analyze topics related to the management of retail companies, with reference to the most recent trends in the evolution of distribution in Italy and around the world. Specifically, it aims to examine the role of large-scale retailers in marketing channels, the relationships between manufacturers and retailers, and the marketing strategies and policies adopted by retail companies.
By the end of the course, students will be able to:
• Identify and analyze the characteristics of the retail market and the factors influencing retail activities in both national and global contexts;
• Understand and develop retail marketing strategies and policies;
• Recognize and critically reflect on the impact of innovation and emerging technologies on the retail sector.

Knowledge and Understanding
Students will acquire knowledge and understanding of the context in which large-scale retail companies operate, as well as their specific characteristics and practices. They will develop both theoretical and practical insights into global retailing.

Applying Knowledge and Understanding
Students will not only understand the key aspects of developing global retailing from a competitive perspective, but will also be able to apply their learning to define retail marketing strategies.

Making Judgements
Students will be able to integrate the knowledge listed above and manage its complexity, formulating judgments based on the information received. This independence will be reflected in their ability to evaluate and choose

among various options/choices related to global retailing, justifying their decisions through thorough analysis.

Communication Skills
Students will develop the ability to clearly explain dynamics related to the retail market, the practices of large-scale distribution companies, and retail marketing strategies—communicating effectively with different audiences.

Learning Skills
Students will strengthen learning skills that will enable them to continue studying topics related to global retailing in a mostly self-directed or autonomous way, in response to ongoing market changes.

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 questions (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.
- Sabina Riboldazzi, Strategie di sviluppo e creazione di valore nelle imprese della grande distribuzione, Giappichelli, Torino, 2024.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION