COURSE DETAIL

CHANNEL MARKETING (TRADE EVOLUTION, ANALYSIS AND PLANNING)
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 205
UCEAP Course Suffix
UCEAP Official Title CHANNEL MARKETING (TRADE EVOLUTION, ANALYSIS AND PLANNING)
UCEAP Transcript Title CHANNEL MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units

4.00

Course Description

After defining the contexts of the retail sector, the course focuses on the strategic and operational choices related to the configuration and management of distribution channels, and the management of retail companies analyzed with a dynamic-evolutional perspective, and through the completion of a project on distribution innovation. The course is divided into three parts. (1) The key elements of a distribution channel (such as protagonists and flows) as well as its main economic functions are described. The retailers' key management practices and their offer development process are discussed. (2) Focus on channel management, pointing out the main choices regarding: channel design, multichannel management, and trade marketing. (3) Analysis of the historical evolution of distribution channels and its stages by adopting an international perspective, and insights on emerging trends. These include current innovations in retailing, in particular e-tailing and retail branding. This is a graduate level course only available to graduate students.

Language(s) of Instruction
English

Host Institution Course Number
20125

Host Institution Course Title
CHANNEL MARKETING (TRADE EVOLUTION, ANALYSIS AND PLANNING)

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=20125&anno=2023&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Marketing
Course Last Reviewed 2022-2023

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