

COURSE DETAIL

REATIL & CHANNEL MANAGEMENT

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

204

UCEAP Course Suffix**UCEAP Official Title**

REATIL & CHANNEL MANAGEMENT

UCEAP Transcript Title

RETAIL&CHANNEL MGMT

UCEAP Quarter Units

2.50

UCEAP Semester Units

1.70

Course Description

The course develops a specific knowledge about the retailing and distribution channel main trends and issues. The distribution channel is considered not only a tool to reach the final markets but also a new way for brand positioning and developing brand equity. During the first sessions of the course students become familiar with the different actors, activities, and distribution functions, and assess the related benefits and costs. The following sessions discuss managerial models aimed at selecting an optimal distribution channel structure and the go-to market strategy, as well as multi-channel and omni-channel management issues. The course is composed of three main parts. The first part discusses understanding channel actors: retailers and shoppers; students review the main retail trends and some of the key models to understand and detect the shopping behavior and insights. The second part discusses channel planning, management, and control. Topics in this section include channel design methodologies, trade marketing tools, and working partnership. The final part discusses new issues in channel management. Topics include multi-channel challenges and analyzing private labels trends, and considering the strategic role of the store brand within channels.

Language(s) of Instruction

English

Host Institution Course Number

10958

Host Institution Course Title

RETAIL & CHANNEL MANAGEMENT

Host Institution Course Details

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

SDA Bocconi - School of Management

Course Last Reviewed

[Print](#)