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

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