

## 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**

REATIL & CHANNEL MANAGEMENT

## **Host Institution Campus**

University of Commerce Luigi Bocconi

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

SDA Bocconi - School of Management

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