

COURSE DETAIL

RETAILING

Country

Australia

Host Institution

University of Melbourne

Program(s)

University of Melbourne

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

RETAILING

UCEAP Transcript Title

RETAILING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Retailing globally is in a state of rapid evolution – driven by technological advances, consumer trends, and global market dynamics. In this challenging and engaging environment, retail managers make complex decisions involving: retail strategy; complex retail channels; customer trends; retail locations; merchandise and service planning; training and motivating staff; the pricing, presentation and promotion of merchandise; and the impact of retail operations upon people, society and the environment. Agility and diverse capabilities are necessary to make these decisions efficiently and effectively, to create an edge in mature and crowded marketplaces. Omni-channel Retailing has a dual focus to: (1) introduce the fundamental concepts and principles of retail; and (2) explore the frontiers of retailing globally. This involves examining strategic and tactical retailing issues in complex retail environments—to enhance competitive advantage.

Language(s) of Instruction

English

Host Institution Course Number

MKTG30006

Host Institution Course Title

RETAILING

Host Institution Campus

Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

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