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 Course Details

Host Institution Campus
Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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