



PERSONA CIENCIA EMPRESA  
UNIVERSITAT RAMON LLULL

## Master in International Marketing in a Digital Environment

### Global Retail Management

**Course Syllabus:** Global Retail Management

**ECTS:** 6

**Language:** English

**Lecturer:** Nicoletta Occhiocupo, PhD

#### Course description

This course will introduce and discuss key theoretical concepts and best practices used by retailers when managing their global business. It will explore areas such as retail operations, retail strategy and key emerging issues in retailing which need to be considered in order to successfully survive and prosper in an increasingly competitive and international retail environment. The course will also focus on the core aspects of retail internationalisation, as one of the emerging patterns in retailing.

#### Competencies

**Customer orientation (CT2):** Students will be able to identify and assess customer needs and requirements, in order to meet and to satisfy them.

**Brand Management (CE3):** Students will be able to build and manage international brands.

**Planning (CE7):** Students will be able to turn strategies into objectives, activities and deadlines, and identify the resources needed to achieve those.

#### Course content

Indicatively, the course will cover the following areas:

- 1) Retail Strategy
- 2) Managing Retail Operations
- 3) Buying, Merchandising, Store Design and Location
- 4) Retail internationalization: reasons, market selection and scanning, entry modes, branding
- 5) Ethics and Corporate Social Responsibility (CSR) in retailing



- 6) Innovation in Retailing
- 7) Attracting and retaining customers
- 8) The changing face of retailing: from traditional to omni-channel retailing

### Methodology

Training activities	ECTS	Competencies
Theoretical master classes	2	CT2, CE3, CE7
Practical master classes	1	CT2, CE3, CE7
Student's time allocated to writing and preparing assignments and presentations	1	CT2, CE3, CE7
Tutorial and seminars	1	CT2, CE3, CE7
Personal study	1	CT2, CE3, CE7
<b>Total ECTS</b>	<b>6</b>	

### Explanation of teaching methodology

The course integrates traditional lectures with in-class practical application of concepts, hence including:

- Lectures
- Workshops
- Discussion of case studies and videos
- Field trips (where applicable)

Students will have to spend time preparing for the sessions, writing coursework and studying for the exam.

### Course evaluation

Methods of evaluation	Weight (%)	Competencies
Final exam	30	CT2, CE3, CE7
Partial exams		
Follow up activities (cases, discussions, exercises)	20	CT2, CE3, CE7
Homework and presentations	40	CT2, CE3, CE7
Projects		
Participation	10	CT2, CE3, CE7
<b>Total weight</b>	<b>100%</b>	



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## **Learning Outcomes**

1. Discuss key theories, concepts and models relevant to the practice of global retailing
2. Identify appropriate global retail strategies available to retailers
3. Critically evaluate best practices of specific retailers
4. Discuss contemporary issues in retailing with an international perspective
5. Develop secondary research skills in order to aid decision making in retail management
6. Develop and practice presentation skills

## **Evaluation**

Marks coming from a final exam (30%), follow-up activities (20%), homework and presentations (40%) and in-class participation (10%) will form part of the evaluation on this course.

## **Evaluation of competencies**

All competences will be assessed via exam, coursework, and in-class participation. For example, follow-up activities and in-class participation will include the discussion of case studies and/or videos on topics relevant to the development of knowledge and understanding of retail management practices in an international context.

## **Bibliography**

### **Core Text**

Goworek, H., & McGoldrick, P. (2015) *Retail Marketing Management. Principles and Practice*. Harlow: Pearson Education.

### **Other relevant texts**

Alexander, N., & Doherty, A. (2009) *International Retailing*. Oxford: Oxford University Press.

Berman, B., & Evans J. (2012) *Retail Management: A Strategic Approach*. (12th edn) London: Prentice Hall.

Dawson J., Larke, R., & Mukoyama, M. (2006) *Strategic Issues in International Retailing*. London: Routledge.

Reynolds, J., & Cuthbertson, C. (2004) *Retail Strategy: The View from the Bridge*. Oxford: Elsevier/Butterworth Heinemann.



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### **Academic Journals (examples):**

International Journal of Retail and Distribution Management

International Review of Retail, Distribution and Consumer Research

Journal of Retailing

Journal of Retailing and Consumer Services

The Retail Digest (formerly European Retail Digest)

Journal of Business Research

International Marketing Review

Harvard Business Review

European Journal of Marketing

### **Business reports/practitioner sources**

IGD (<http://igd.com/>)

PLANET RETAIL (<https://www.planetretailnetgroup.com/>)

EUROMONITOR INTERNATIONAL (<http://www.euromonitor.com>)

RETAIL WEEK (<https://www.retail-week.com/>)

THE RETAIL BULLETIN (<http://www.theretailbulletin.com/>)

THE GROCER (<http://www.thegrocer.co.uk/>)

VERDICT RETAIL (<http://www.verdictretail.com/>)

DRAPERS (<https://www.drapersonline.com/>)

MARKETING (<https://www.marketingweek.com/>)

MANAGEMENT TODAY (<http://www.managementtoday.co.uk>)