



8406 – DISTRIBUTION NETWORKS AND INTERNATIONAL RETAILING

COURSE SCHEDULE A.Y. 2009-2010

Teacher: Prof. Sebastiano Alessio Delre

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Date	Hours	Room
Friday	14.30-16.00	22
Friday	16.15-17.45	22

Course Objectives and Description

Objectives of the course:

- Learn the main differences amongst distribution systems at an International level
- Understand theoretical foundations and operational issues related to the management of distribution networks
- Distinguish the main types of distributive contracts
- Evaluate the distribution network performance at an International level

Description of the course:

- The internationalization process
- Distribution choices and internationalization policies
- Distribution contracts
- Franchising and international franchising
- International distribution systems: a compared analysis
- Cases of internationalization in retailing: Carrefour, Tesco and Walmart
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Course Material

Attending students:

- Slides of the classes.
- Levy and Weitz (2008). *Retailing Management*, 7th edition, McGraw-Hill, New York. (Selected chapters).
- Blair and Lafontaine (2005). *The Economics of Franchising*, Cambridge University Press, New York, NY, USA. (Selected chapters).

- Huszagh, Huszagh and McIntyre (1992). International Franchising in the Context of Competitive Strategy and the Theory of the Firm, *International Marketing Review*, 9, 5-18.
- Lafontaine and Shaw (1998). Franchising Growth and franchisor Entry and Exit in the US market: Myth and Reality, *Journal of Business Venturing*, 13, 95-112.

Non-Attending students:

- Levy and Weitz (2008). Retailing Management, 7th edition, McGraw-Hill, New York. (Selected chapters).
- Blair and Lafontaine (2005). *The Economics of Franchising*, Cambridge University Press, New York, NY, USA. (Selected chapters).
- Fladmoe-Lindquist (1996). International Franchising: Capabilities and Development, *Journal of Business Venturing*, 11, 419-438.
- Huszagh, Huszagh and McIntyre (1992). International Franchising in the Context of Competitive Strategy and the Theory of the Firm, 9, *International Marketing Review*, 5-18.
- Lafontaine and Shaw (1998). Franchising Growth and franchisor Entry and Exit in the US market: Myth and Reality, *Journal of Business Venturing*, 13, 95-112.

Detailed Description of Assessment Methods

Attending students

Assignment (40%)

Written exam: close and open questions + exercise on a case study (60%)

Date	Hour	Methods
To be decided	To be decided	Delivery of the assignments
To be decided	To be decided	Final Exam

Non-Attending students

Written exam: close and open questions + exercise on a case study (100%)

Date Hour	Topic
Friday 18/09, h. 14.30	Presentation of the course. Introduction to retailing. Multichannel retailing.
Friday 18/09, h. 16.15	The management of marketing channels. Retail marketing strategy
Friday 02/10, h. 14.30	Internationalization of retailing
Friday 02/10, h. 16.15	The SIRE model
Friday 09/10, h. 14.30	Multinational strategies and entry strategies
Friday 09/10, h. 16.15	2 cases studies: Tesco and Carrefour
Friday 16/10, h. 14.30	Wal-Mart
Friday 16/10, h. 16.15	Wal-Mart
Friday 23/10, h. 14.30 To be confirmed	Research in retailing
Friday 23/10, h. 16.15 To be confirmed	Research in retailing: Nielsen
Friday 06/11, h. 14.30	FRANCHISING: economic theory
Friday 06/11, h. 16.15	FRANCHISING: economic theory
Friday 13/11, h. 14.30	FRANCHISING: scientific papers
Friday 13/11, h. 16.15	FRANCHISING: scientific papers
Friday 20/11, h. 14.30	FRANCHISING: case study -Mondadori-
Friday 20/11, h. 16.15	FRANCHISING: case study -Feltrinelli-
Friday 27/11, h. 14.30	FRANCHISING: BNL
Friday 27/11, h. 16.15	FRANCHISING: Invitalia
Friday 04/12, h. 14.30	The long tail
Friday 04/12, h. 16.15	The long tail
Friday 11/12, h. 14.30	Research in retailing: partitioned price vs combined price
Friday 11/12, h. 16.15	Research in retailing: partitioned price vs combined price
Friday 17/12, h. 14.30 To be confirmed	Presentations of the field projects
Friday 17/12, h. 16.15 To be confirmed	Presentations of the field projects

Ricevimento studenti

I docenti del corso sono disponibili al ricevimento studenti (<http://www.uni-bocconi.it> > [Guide per](#) > [Studenti iscritti](#) > [Orari, Aule Calendari](#) > [Orario di Ricevimento Docenti](#) >).
Si ricorda di verificare sempre eventuali spostamenti di orario e luogo sul sito Bocconi.

Segreteria Marketing

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