



## 20306– DISTRIBUTION NETWORKS AND INTERNATIONAL RETAILING

COURSE SCHEDULE A.Y. 2010-2011

Teacher: Prof. Sebastiano Alessio Delre

Date	Hours	Room
Thursday	16.15-17.45	35
Friday	16.15-17.45	35

Dates and times could vary: please check on Bocconi's website

### Course Objectives and Description

Objectives of the course:

- Learn the main differences amongst distribution systems at an International level
- Evaluate the distribution network performance at an International level
- Distinguish the main types of distributive contracts
- Learn the economic franchising theory and study its application to real cases

Description of the course:

- The internationalization process
- Distribution choices and internationalization policies
- Distribution contracts
- Franchising and international franchising
- Cases of internationalization in retailing: Carrefour, Tesco and Walmart
- Hot topics in retailing: the long tail in distribution, planned vs unplanned purchase, Radio-Frequency-Identification (RFID) data.

### Course Material

*Attending students:*

- Slides of the classes.
- Levy and Weitz (2008). *Retailing Management*, 7th edition, McGraw-Hill, New York. (Chapters 1, 2, 3, 4, 5).
- Blair and Lafontaine (2005). *The Economics of Franchising*, Cambridge University Press, New York, NY, USA. (Chapters 1, 2, 3, 4, 5).

- Anderson C (2008). *The Long Tail. Why the Future of Business is Selling Less of More*, Revised and Updated Edition, Hyperion, New York, NY, USA.
- 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.
- Stille, Inman and Wakefield (2010). Planning to Make Unplanned Purchases? The Role of In-Store Slack in Budget Deviation, *Journal of Consumer Research*, 37, 262-278.
- Hui, Fader and Bradlow (2009). The Traveling Salesman Goes Shopping: The Systematic Deviations of Grocery Paths from TSP-Optimality, *Marketing Science*, 28 (3), 566-572.
- Ailawadi, Zhang, Krishna and Kruger (2010). When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes, *Journal of Marketing Research*, 47, 4, 577-593.

*Non-Attending students:*

- Levy and Weitz (2008). *Retailing Management*, 7th edition, McGraw-Hill, New York. (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11).
- Blair and Lafontaine (2005). *The Economics of Franchising*, Cambridge University Press, New York, NY, USA. (Chapters 1, 2, 3, 4, 5, 6).
- Anderson C (2008). *The Long Tail. Why the Future of Business is Selling Less of More*, Revised and Updated Edition, Hyperion, New York, NY, USA.
- 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.
- Stille, Inman and Wakefield (2010). Planning to Make Unplanned Purchases? The Role of In-Store Slack in Budget Deviation, *Journal of Consumer Research*, 37, 262-278.
- Hui, Fader and Bradlow (2009). The Traveling Salesman Goes Shopping: The Systematic Deviations of Grocery Paths from TSP-Optimality, *Marketing Science*, 28 (3), 566-572.
- Ailawadi, Zhang, Krishna and Kruger (2010). When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes, *Journal of Marketing Research*, 47, 4, 577-593.

### **Detailed Description of Assessment Methods**

Attending students

- Assignment (40%)
- Written exam: close and open questions + exercise on a case study (60%)

Non-Attending students

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

<b>Date Hour</b>	<b>Topic</b>	<b>Teacher / Presenter</b>	<b>References</b>
Thursday 16/09, h.16.15	Presentation of the course. Introduction to retailing.	Delre	Slides Levy-Weitz, ch.1
Friday 17/09, h.16.15	Types of retailers. Multi- channels retailers The management of marketing chains. Assignment: "A retailing plan for a new cinema theater".	Delre	Slides Levy-Weitz, ch.2 and ch 3.
Thursday 23/09, h.16.15	Customer buying behavior	Delre	Slides Levy-Weitz, ch.4
Friday 24/09, h.16.15	Retail marketing strategy Delivery of the assignment	Delre	Slides Levy-Weitz, ch.5
Thursday 30/09, h.16.15	Internationalization of retailing. Multinational strategies and entry strategies The SIRE model	Delre	Slides
Friday 01/10, h.16.15	2 cases studies: Tesco and Carrefour	Delre and students	Slides Dawson et al. ch.5 (Carrefour); Dawson et al. ch.8 (Tesco)
Thursday 14/10, h.16.15	Internationalization in retailing –Invited talk-	Inditex	Slides
Friday 15/10, h.16.15	Internationalization in retailing: -Invited talk-	Nielsen Francesco Posa	Slides
Thursday 04/11, h.16.15	The long tail in marketing: the retailing revolution	Delre and students	Slides The Long Tail
Friday 05/11, h.16.15	The long tail in marketing: the retailing revolution	Delre	Slides The Long Tail
Thursday 11/11, h.16.15	FRANCHISING: economic theory	Delre	Slides Blair and Lafontaine, ch.1,2
Friday 12/11, h.16.15	FRANCHISING: scientific academic papers	Delre and students	Slides Huszagh, Huszagh and McIntyre (1992).
Thursday 18/11, h.16.15	FRANCHISING: economic theory	Delre	Slides Blair and Lafontaine, ch.3,4
Friday 19/11, h.16.15	FRANCHISING: economic theory	Delre	Slides Blair and Lafontaine, ch.3,4
To be scheduled	FRANCHISING: economic theory	Delre	Slides Blair and Lafontaine, ch. 5
Thursday 25/11, h.16.15	FRANCHISING: -Invited talk-	Invitalia Beatrice Pernarella	Slides

Friday 26/11, h.16.15	FRANCHISING: -Invited talk-	Invitalia Beatrice Pernarella	Slides
Thursday 02/12, h.16.15	Hot topics in international retailing	Delre and students	Slides Stilly et al. 2010
Friday 03/12, h.16.15	Hot topics in international retailing	Delre and students	Slides Hui et al. 2009
To be scheduled	Presentations of the field projects	Delre and students	Slides Ailawadi et al (2010)
Thursday 09/12, h.16.15	Presentations of the field projects	Delre and students	Nothing
Thursday 09/12, h.18.00 TBC	Presentations of the field projects	Delre and students	Nothing
Friday 10/12, h.16.15	Presentations of the field projects	Delre and students	Nothing
Friday 10/12, h.18.00 TBC	Presentations of the field projects	Delre and students	Nothing



### Office hours

Office hours are available at (<http://www.uni-bocconi.it> > [Didattica](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Office hours could vary: please check on the website.

### Segreteria Marketing

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### HONOR CODE

Università Bocconi conceives of education as an ongoing process that stretches across a person's entire professional life. The University hopes that the entire Bocconi community will respect the values of fairness and correctness associated with it, values which inspire and guide the conduct of all community members as they pursue common objectives and a shared mission. The Università Bocconi Honor Code is published at <http://www.unibocconi.eu/honorcode>. We encourage all students to read it.