

Content: International Retailing

L1: Introduction: International Retailing

L2: Introduction : Business concepts of International Retailing

L3: Introduction : Important KPIs

L4: Introduction : Aspects of Internationalisation

L5: International Expansion: Country / Market Selection

L6: International Expansion: Market Potential Analysis

L7: International Expansion: Market Entry Strategy

L8: Strategic Marketing-Mix: Location Policy

L9: Strategic Marketing-Mix: Assortment Policy

L10: Strategic Marketing-Mix: Price Policy

L11: Strategic Marketing-Mix: Communication Policy

L12: Operative Management: Inventory Management

L13: Operative Management: Store Management

L14: Operative Management: Sourcing & Retail Logistics

L15: Operative Management: Multi-Channel