

44. PROCESSES, MULTICHANNEL AND RETAIL MARKETING IN SUSTAINABLE BUSINESS ORGANIZATIONSⁱ

Level I

Department of Economics and Management (DISEI)

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Practical-professional profile of the course and industry sector of reference	<p>The Master's program develops knowledge and skills suitable both for key roles in commercial enterprises and for professional consulting work for retail companies.</p> <p>Professional roles of reference for professional outlets:</p> <ul style="list-style-type: none"> • Category Manager • Store Manager • Buyer • Marketing Specialist • Brand Manager <p>The course aims to develop knowledge and skills for the management of business enterprises, with a focus on procurement and supply chain management policies, business analytics and business performance monitoring systems (Performance Measurement Systems), strategic and operational marketing according to integrated marketing approaches across multiple channels and platforms, organizational and ethical leadership, and soft skills.</p> <p>To this end, the course will consist of 6 modules, including single exams and integrated exams for a total of 306 hours of face-to-face teaching (6 hours per CFU), to which will be added an internship of 6 CFU (25 hours per CFU) and a final report of 3 CFU. The general outline of the course is provided below.</p> <p>Three relevant issues are addressed, at an integrated level, in the course's training: a) <i>the organization and management of managerial and supply chain processes</i>, according to key performance indicators (KPIs) and in compliance with the principles of economic, environmental and social sustainability; b) <i>the management of multi-channel relations between the trading company and the market</i>, in a proactive orientation; and c) <i>the creation and integrated management of information flows</i>, supporting internal management and marketing activities.</p> <p>The standpoint is that of the business enterprise and the point of sale in the related processes and activities that characterize them. The specificity of management characteristics of different business enterprises is addressed in the course through concrete reference to various business realities and their related sectors, with a specific focus on food, home, fashion, and luxury goods.</p> <p>The Master Course is characterized by a robust professionalizing emphasis, supported by a solid and up-to-date knowledge of business enterprise issues. It therefore integrates a <i>learning by studying</i> with a <i>learning by doing</i> approach (learning by performing activities that simulate business activities, using business software, guided discussions, etc.). Both approaches fit into the perspective of quality and sustainability to respond innovatively to the new demands of the external and internal environment. The course will make extensive use of innovative data collection, examination, and representation tools for quantitative analysis on management, planning, and control,</p>

	<p>organization, and supply chain content, with a focus on Internet-based tools for tracking and analyzing data and information flows, which are needed to guide multichannel choices. The master's program devotes ample space to cross-skills, both technical and soft skills.</p> <p>The outgoing job profiles have been verified through scientific research and discussions with industry organizations.</p> <p>At the end of the course, learners will have acquired the following knowledge: Commercial enterprise organization, supply chain of a commercial enterprise organization, marketing in a multi-channel approach, organizational design, and employee management, principles of ethics and sustainability, and elements of statistics.</p> <p>Learners will develop the following technical skills: Addressing the management and marketing problems of a commercial organization, business design skills of internal and external activities and processes typical of the commercial enterprise, using Internet-based tools for tracking and analyzing data and information flows for multichannel choices.</p> <p>With reference to soft skills, learners will gain teamwork, analytical, problem-solving, and communication skills.</p>
Access prerequisites	A bachelor's or master's degree or single-cycle degree awarded according to the system under Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or previous systems.
How the admission procedure takes place	The test will consist of an interview.
Duration	12 months
Teaching methods	In-person classes
Language of instruction	Italian
Attendance requirements	minimum 67%
Location of the course	University premises
Examinations procedures and schedule	Written test, lasting 1 hour for each module.
Final examination	The final examination consists of the presentation of a paper.

Available places and enrolment fees	
Full-fee students	
Minimum number	8
Maximum Number	19
Enrolment fee	€2,900
Free-of-charge supernumerary places	
UNIFI employees	1
Single Modules	
None planned	

Description of the activities and training objectives of the internship	<p>The highly professionalizing focus of the master's program finds a natural complement of skills and expertise in an internship or other practical training.</p> <p>The internship/practical training aims to develop, through learning-by-doing processes, skills in management, organizational operations, and retail marketing in commercial organizations, from the perspective of innovation and sustainability. Therefore, significant companies from the course's target sectors (food, fashion, home, etc.) are selected, with a specific focus on the food sector and the fashion distribution sector.</p> <p>The internship will be held in key organizational units of companies, mainly in sales and marketing, management control, logistics, and labor organization. The</p>
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	internship-company combination will consider the professional interest and skills manifested by the participants during their learning path.
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ⁱ This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 873 (record 158006) of 25th of July 2022, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.