

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	5
COURSE TITLE	RETAIL MARKETING
COURSE CODE	04BB0510
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand concepts of Retail management, structure and its scenario.
- 2 Students will be able to prepare retailing strategy such as Market, Financial, Site location, HR, IS and CRM strategy
- 3 Learn to manage Supply chain, customer services and relationships
- 4 Students will be able to formulate merchandise planning management
- 5 Understand the latest advancement in Retail Management.
- 6 Able to manage retail stores

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
			50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Retailing – An Introduction Definition – functions, types of retailing, forms of retailing based on ownership, Retail life cycle, Retailing in India, Influencing factors, current retail scenario in India	8
2	Operations Of A Retail Business Store location – Choice –Impacting Factors, Market area analysis, Trade area analysis, Rating Plan method, Site evaluation, Store Layout and visual merchandising, Designing of the Store, Space planning, Inventory management, Merchandising, Category Management, Franchising in Retail	12
3	Consumer Behaviour With Retailing Retail buying decision making process, influence of group and individual factors, Customer shopping trends, Customer Service satisfaction	10

Contents : Unit	Topics	Contact Hours
4	Retail Marketing Mix Product: Decisions related to Merchandise (Products), delivery of service, Pricing: Factors affecting pricing decisions, approaches to pricing, price sensitivity, Value pricing, Markdown pricing, Place: Channel members, Supply Chain Management in Retail, Retail logistics, Promotion: Setting goals, designing communication, checking effects of communication, promotional mix	10
5	Role Of Information Technology In Retailing Introduction to Non-store retailing (E tailing), The impact of IT in retailing, Integrated systems and networking, Retailing from the International perspective, Introduction to technological aids in retail operations (EDI, RFID, Data Warehousing & Data Mining, AI)	8
Total Hours		48

Textbook :

- 1 Retailing Management, SwapnaPradhan, TMH, 2008
- 2 Retail Management, Barry Berman, Joel R Evans, Pearson, 2017

References:

- 1 Retail Management – A Strategic Approach, Retail Management – A Strategic Approach, Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee, Pearson, 2017
- 2 Retailing Management, Retailing Management, Levy M. Weitz B ., TMH, 2017

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
10.00	20.00	25.00	25.00	10.00	10.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.ibef.org/industry/retail-india.aspx>
- 2 <https://rai.net.in/insights-repository.php>
- 3 <https://retailanalysis.igd.com/>
- 4 <https://www.franchiseindia.org/>

Supplementary Resources:

- 5 <https://nrf.com/about-us/committees-councils/federation-international-retail-associations-fira>