

PROGRAM	Bachelors of Commerce /Bachelors of Commerce (Hons)
SEMESTER	VI
COURSE TITLE	Retail Marketing
COURSE CODE	04BC0641
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

COURSE OUTCOMES:

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

Teaching and Examination Scheme

Teaching Scheme (Hours) weekly			Internal Marks (50%)		End-Semester Examination External Marks (50%)			Total Marks
Theory	Tutorial	Practical	CSE	IA	Theory	Practical/ Viva	Term work	
4	0	0	20	30	50	0	0	100

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	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
II	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

III	Consumer Behaviour With Retailing Retail buying decision making process– influence of group and individual factors - Customer shopping trends - Customer Service satisfaction.	10
IV	Retail Marketing Mix Introduction - 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 – Retaillogistics. Promotion: Setting goals – designing communication – checking effects of communication - promotional mix.	10
V	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)	08

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition &Year of Publication
T-01	SwapnaPradhan	Retailing Management	TMH	3E, 11 th Reprint, 2008
T02	Barry Berman, Joel R Evans	Retail Management	Pearson	13E, 2017

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition &Year of Publication
R-01	Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee	Retail Management – A Strategic Approach	Pearson	2017
R02	Levy M. Weitz B .	Retailing Management	TMH	8E, 2017