

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>RETAIL MARKETING</b>
<b>COURSE CODE</b>	<b>04BB0510</b>
<b>COURSE CREDITS</b>	<b>4</b>

**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

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Retailing – An Introduction</b> 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	<b>Operations Of A Retail Business</b> 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	<b>Consumer Behaviour With Retailing</b> Retail buying decision making process, influence of group and individual factors, Customer shopping trends, Customer Service satisfaction	10

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>Retail Marketing Mix</b> 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	<b>Role Of Information Technology In Retailing</b> 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
<b>Total Hours</b>		<b>48</b>

#### **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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
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>