

<b>COURSE TITLE</b>	<b>RETAIL MARKETING</b>
<b>COURSE CODE</b>	<b>04BB1510</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Construct an understanding of retail management concepts, formats, and strategies.
- 2 Develop effective retailing strategies in market, finance, HR, and CRM.
- 3 Learn supply chain, customer service, and merchandising planning.
- 4 Analyse the role of IT and digital transformation in retail.
- 5 Gain knowledge about international retailing trends.

**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>Introduction to Retailing</b> Basic Concepts of Retail, Retail Generations, New Trends in Retail, Basic Structure of Retail: Types of Retail, Types of Formats, Evolution of Retail in India, USA & China,, Retail stores management: Roles & responsibilities of retail store managers – managing human resource (recruiting, hiring, training and development, performance management, payroll, work place scheduling),, Store business operations (materials management, coordination with purchase department), finance and accounts, Problem solving, Safety and security,, Store Essentials: Classification of Grocery items, Store Essentials-Location, Store Designs, Display Accessories, Store Atmospherics, Developing Own Brands.	14

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Private Labels &amp; Merchandising</b> Private Labels: Types of Private Labels, Point-of-Sale Strategies, Manufacturer Strategies, Worldwide Trends in the Use of Private Labels,, Visual merchandizing components: merchandize as focal point, choice of colours,, display themes, display to complement store strategy, spotless cleanliness, frequent change of displays and essentials of good display,, lighting, Special display kinds: window, marquee, freestanding or island, counter, brand corner,, end cap cascade or waterfall displays, Store Exterior: façade, details, texture,, Store Aids: barcode readers, credit card swipe machines, money counters,, counterfeit detectors, cash register, coin counter, bill strapping machine, money vacuum sealing machine., Graphics and Signage, Props, POP's, Planogram.	10
3	<b>Category Management, Pricing and Communication</b> Objectives of Category Management, Category Management Components,, Category Management Business Process, Objectives of Category Management,, Merchandise pricing: Retail Pricing, Elements of Retail Price, Developing a Pricing Strategy, , Approaches to a Pricing Strategy, Adjustments to Retail Price (Ref. Pondicherry University), Mark-up and markdown adjustment,, Communication: Retail Promotions, Advertising Objectives in Retail, Advantages and Disadvantages of Advertising in Retail,, Promotional Techniques, Most Used Advertising Media and Their Effectiveness.	10
4	<b>Consumer Behaviour in Retail &amp; Retail Strategies</b> Retail Consumer Behavior: Difference between consumer and shopper, Frugal, impulsive, compulsive and tightwad buyers,, Sub classification of shopping orientation,, Catering to service consumers: gaps model for improving retail service quality, retail research,, Retail strategies: Supply chain management-managing material, information and financial flows, critical success factors; driver; elements and goals,, basic retail strategies: low price high turnover, discounted prices across all categories, lifestyle goods value price, , Exclusive goods premium price strategy, retail formatting, retail mix, , building customer loyalty, customer relationship management.	16
5	<b>Franchisee and E- Commerce</b> Introduction to franchising, advantages and disadvantages of franchising to franchisee and franchisor,, types of franchises, Franchise agreement and Franchise Disclosure Document,, Risks in franchising, Indian and global franchising scenario,, Online shopping: Different formats, retail convergence,, Retail Environment: A Situation and Competitive Analysis (through case)	10
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Retailing Management, SwapnaPradhan, TMH, 2008, Swapna Pradhan, TMH,, 2008

**Textbook :**

- Retail Management, Barry Berman, Joel R Evans, Pearson, 2017, Barry Berman, Joel R Evans, Pearson, 2017

**References:**

- Retail Management – A Strategic Approach, , Retail Management – A Strategic Approach, , Barry R. Berman, Joel R. Evans, Patrali M. Chatterjee,, Pearson, 2017
- 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 / Creative
0.00	0.00	35.00	35.00	30.00	0.00

**Instructional Method:**

- Theory

**Supplementary Resources:**

- <https://www.ibef.org/industry/retail-india>
- <https://rai.net.in/insights-repository.php>
- <https://retailanalysis.igd.com/>
- <https://www.franchiseindia.org/>
- <https://nrf.com/about-us/committees-councils/federation-international-retail-associations-fira>