

Marketing (Elective VI)

Course Title: Retailing

Course Code	: 17BA4T4MB	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: II year/II semester	Tutorial Periods	: 2

Learning Objectives

This course seeks:

1. To provide students with an overview of retailing from a marketing and managerial perspective.
2. To examine the development, characteristics, and frontiers of the retail industry from a local and global perspective.
3. To specify the aspects of retailing landscape, retail stakeholders and responsibilities, retail strategy development, merchandise management, the customer experience and omni-channel retailing.
4. To understand the ways that retailers use pricing and marketing tools and techniques to interact with their customers.

Course Outcomes

At the end of this course, students will be able to:

1. Apply the principles, practices, and concepts used in retail marketing management.
2. Determine the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.
3. Evaluate the implementation of marketing strategy through an analysis of the location opportunities, financial strategy and performance objectives.
4. Analyse how retail managers can make informed strategic choices in relation to managing store design, retail form and merchandise plans.
5. Develop the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.

Unit 1- Basic concepts of retailing: Retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing- legislation for retailing in India.

Unit 2- Retail strategy: Market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

Unit 3- Retail location: Types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives.

Unit 4- Store layout and design: store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.

Unit 5- Retail pricing strategy: Category management, customer services – retail branding- International retailing – promotional strategies – advertising, sales promotion, store atmosphere.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

Reference Books

1. Sheikh and Kaneez Fatima, “Retail Management”, Himalaya Publishing House, Mumbai, 2012.
2. A.J. Lamba, “The Art of Retailing”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011.
3. Sivakumar A., “Retail Marketing”, Excel Books, New Delhi, 2007.
4. Swapna Pradhan, “Retail management”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012.
5. Berman Barry, Joel R. Evans and Mini Mathur, “Retail Management-A Strategic Approach”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava: “Retail Management”, Oxford University Press, New Delhi, 2012.
7. Gibson G. Vedamani, “Retail Management”, Jaico Publishing House, New Delhi.
8. Dunne: “Introduction to Retailing”, Cengage Learning, New Delhi, 2013.