

**Special Paper II
Retail Management**

Semester V	✓ Subject Code: BB51706B	Lectures: 60
------------	--------------------------	--------------

Objectives:

The syllabus aims in equipping students with,

- To provide insights into all functional areas of retailing.
- To give a perspective of the Indian retail scenario.
- To identify the paradigm shifts in retailing business with increasing scope of technology and e-business

Unit 1: Retailing – Introduction	12
<ul style="list-style-type: none"> • Overview of retailing: Definition, Scope, Role and Functions of retailers, Advantages of Retailing, Organized and Unorganized Retailing, Indian Retail Scenario Vs. Global Retail Scenario • Drivers of retail change in India, • Emerging Trends in Retailing in India • Classification of Retailers: <ul style="list-style-type: none"> ➤ Traditional Retail Formats: (Store Based Retail Formats) Independent stores, chain stores, Franchisee, Discount Stores, Cooperatives, Specialty stores, supermarkets, departmental stores, hypermarkets, convenience stores, chain stores, off price retailers etc ➤ Modern Retail Formats: (Non Store Based Retail Formats) Direct Selling, Direct Marketing, Catalog Marketing, Tele Marketing, Automatic Vending Machines, Airport Retailing, Kiosks, Electronic Shopping 	

Unit 2: Retailing Strategies	10
<ul style="list-style-type: none"> • Theories of Retailing – The wheel of Retailing, Retail Accordion, Retail Life cycle • Retail Positioning: Concept of location and site, factors to be considered- product, location and price • Location of the Retail Store: The concept of store design, element of store design(interior and exterior), Store layout- Types of layout , factors affecting 	



store layout, store façade, Product Assortment and services, Price, Promotion, Store Atmosphere	
Unit 3: Retail Merchandising, Merchandise Planning and Category Management:	8
<ul style="list-style-type: none"> • Retail Merchandising: Introduction • Brand Management and Retailing • Merchandise Planning: Concept of merchandise planning, types of merchandise, process of merchandise planning, introduction of Private label brands • Category Management: Definition and process 	
Unit 4: Promotion mix in retailing and Retail Pricing	8
<ul style="list-style-type: none"> • Promotion Mix in Retailing: Concept, need and objectives of promotion mix, elements of promotion mix, Advertising, Media Selection, Sales Promotion, Personal Selling, Publicity • Retail Pricing: Introduction, External Influences on Retail Pricing Strategy 	
Unit 5: Current trends in retailing:	10
<ul style="list-style-type: none"> • Role of IT in retailing: Electronic Data Interchange(EDI), Database Management, Data Warehousing, Data Mining, Radio Frequency Identification(RFID), E-tailing, Bar Coding • Rural Marketing -Retail: Concept of rural marketing, Emerging models in rural markets Opportunities and Challenges in rural retail marketing. • Mall Management: Nature and concept of a mall, growth of malls globally and in India, Indian Malls Vs. Western countries Malls. • Relationship Marketing in Retailing – Introduction, Evolution of Relationship Marketing, Relationship Marketing Strategies in Retailing 	

*Contact hours – 12 hours



Recommended Text Book:

- ✓ 1. *Retail Management* , Nirali Prakashan
- ✓ 2. *Retail Managerment* , Thakur Publication

Reference Books:

1. Michael Levy and Barton Weitz, *Retailing Management* ,TMGH,5th Edition
2. Swapna Pradhan, TTMGH, *Retail Management*
3. Gibson Vedamani, *Retail Management*,Jaico Books
4. K V S Madaan, *Fundamentals of Retailing* ,McGraw Hill
5. David Gilbert, *Retail Marketing Management* ,Pearson Publication
6. Arif Sheikh, *Retail Management* ,Himalaya Publishing
7. Arun Kumar, N Meenakshi, *Marketing Management*

Supplementary Reading Material

1. It happened in India by KishorBiyani, Rupa and Company
2. Business Today , November 1999, Mall Management , pp. 7-22

Websites

1. www.indiaretailing.com , 2. www.imageretail.com

