

18PTMNG601A	Retail Marketing
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RETAIL MANAGEMENT (RM)

Credit: 3

Course Objective:

- To familiarize students with retailing concepts, strategies, and problems
- To enhance student's capability to identify and analyze business environment and its opportunities and limitations, to set appropriate goals and to design the strategies to achieve those goals within the current situations

Module - I : Emergence of organized retail in India, Retailing–Role, Relevance and Trends, Retail organization, Types of retailers, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy, Technology in Retail.

Module - II : Retail Location Decisions, Merchandise Planning, Managing Assortments, Store Management, Layout, Design, Space Management, Visual Merchandising, Retail Aesthetics, Retail Atmospherics, Retail Equity.

Module - III : Retail Communication Mix, Selection of promotion mix, Retail sales promotion, Retail Pricing: Price Setting, Pricing Strategies, GMROI, Managing Retail Brands- Branding strategies in retail, brand equity, Retail brand extension, Creating brand value.

Learning Resources :

1. Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, McGrawHill
2. Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
3. Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
4. Retail Management , Suja Nair, Himalaya Publishing Home