

## MNG 402A

### RETAIL MANAGEMENT

**Credit: 4, Class Hours: 40**

**COURSE OBJECTIVE:** To understand the concepts of effective retailing

**COURSE OUTCOME:** To manage the retail chains and understand the retail customer's behavior

**Module I :** Retailing – Role, Relevance and Trends, Retail organization, Types of retailers, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy.

**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, Managing Retail Brands- Branding strategies in retail, brand equity, Retail brand extension, Creating brand value.

**Module – IV:** Retail Supply Chain, Relationship marketing in retailing, HRM Practices in Retail, Technology in Retailing, Future of Retailing.

**Module – V:** The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

#### **Reference Book:**

1. Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
2. Retail Management, Chetan bajaj, Rajnish Tuli, Nidhi V. Srivastava, Oxford
3. Introduction to Retailing, Lusch, Dunne and Carver, Cengage Learning
4. Retail management , Suja Nair, Himalaya Publishing Home
5. Retail Management, N.K.Sahni and Mani Parti, Kalyani Publishers
6. Retail Management, Gibson G. Vedamani, Jaico
7. Retail Marketing Strategies, Dr. Ramkishan Y, Jaico
8. Retailing, Patrick M. Dunne, Robert F. Lusch, David A. Griffith, Thomson
9. Retailing-An Introduction, Roger Cox, Paul Brittain, Pearson Education
10. Retail Franchising, Manish V. Sidhpuria, Mc Graw Hill

11. Retail Management, Dunne and Lusch, Cengage Learning
12. Managing Retailing, Piyush Kumar Sinha, Dwarika Prasad Uniyal, Oxford University Press
13. Retail Management, S.K. Baral & S.C. Bihari, A.I.T.B.S Publishers, India
14. Retail Management, Dr. Harjit Singh, S.Chand
15. Retail Marketing Management, David Gilbert, Pearson
16. Fundamental of Retailing, K V S Madaan, Tata Mc Graw Hill Edn. Pvt. Ltd.
17. Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc Graw Hill
18. Retailing Management, Swapna Pradhan, Tata Mc Graw Hill
19. Integrated Retail Management, James R. Ogden, Denise T. Ogden, Biztantra
20. Merchandising Mathematics for Retailing, Cynthia R. Easterling, Ellen L. Flottman, Marion H. Jernigan, Beth E. S. Wnest, Pearson
21. O-Retailing, D.P. Sharma, Himalaya Publishing Home
22. Retail Management, Arif Sheikh and Kaneez Fatima, Himalaya Publishing Home
23. Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson