

MBPC3033 RETAIL MARKETING MANAGEMENT (3-0-0)

Course Objective:

The objective of this course is to familiarize the students with retail management concepts and operations 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:

The basic concept of retailing, retail development, types of retailers, multi-channel retailing, organized retailing in India, services retailing, Retailing – Role, Relevance, and Trends, Retail organization, Retail Formats, Retail Consumer Behaviour, Retail Marketing Mix., Retail Market Strategy: market strategy – retail format and target market – building sustainable competitive advantage, growth strategies, strategic retail planning process, Technology in Retail.

Module - II:

Retail location, types, location opportunities, selection of location and site: financial strategy, strategic profit model, setting and measuring performance objectives, 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, category management, international retailing. Managing Retail Brands, Branding strategies in retail, brand equity, Retail brand extension, and Creating brand value, Point Of Purchase Communication: Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, etc..

Module - IV:

E-retailing fundamentals, Omni-channel, E-Commerce Platforms and User Experience, Digital Marketing and Social Commerce, Emerging Trends and Future of E-Retailing

Course Outcome:

- CO1: Explain the evolution, formats, and strategic relevance of retailing in both traditional and digital contexts.
- CO2: Analyze consumer behavior, retail locations, and merchandising strategies to optimize retail performance.
- CO3: Apply retail marketing mix elements, pricing models, and communication tools to real-world retail scenarios.
- CO4: Evaluate branding strategies, retail equity, and promotional effectiveness across diverse retail formats.
- CO5: Design an integrated omni-channel retail strategy using digital platforms, visual merchandising, and customer experience insights.

Books :

1. Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc Graw Hill
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