

Marketing - III
Management of Retail Marketing

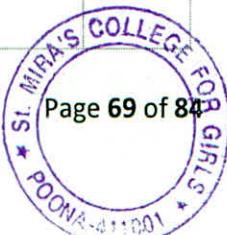
Semester V	Subject Code: C51713	Lectures: 60
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Objectives:

- To help students gain knowledge of contemporary retail sectors
- To equip students with competence to select Retail Management as an elective at post graduate level of studies
- To enable student take up entry level jobs in the Retail sector

Unit 1: Introduction to Retail	14
<ul style="list-style-type: none"> • Retail and Retailing: <ul style="list-style-type: none"> ◦ Meaning and Definition ◦ Functions • Organised Vs Unorganised Retailing: <ul style="list-style-type: none"> ◦ Organised Retail Formats ◦ Encouraging Customers to Spend More Time Shopping • Challenges to Retail Business in India: <ul style="list-style-type: none"> ◦ Impact of Demonetisation • Trends in Retailing: <ul style="list-style-type: none"> ◦ Online Retailing: <ul style="list-style-type: none"> ▪ Mobile Commerce ▪ Peer to Peer E-commerce ▪ E- Wallets & Plastic Money ▪ Cloud Security Management ▪ Case Study: Flipkart & Snapdeal ◦ Retailtainment ◦ Menaissance ◦ Branding through Retailers ◦ Digital Influence: Impact of Social Media ◦ International Retailing: <ul style="list-style-type: none"> ▪ Meaning ▪ Entry of Foreign E-tailers : <ul style="list-style-type: none"> ➢ Case Study: Amazon's Business Model to India 	

Unit 2: Retail Location Strategy	10
<ul style="list-style-type: none"> • Deciding on a Target Customer Group • Importance of Location Decision • Sources of information for selection of Location 	



- Levels of Location Decision:
 - Selection of City: Factors
 - Selection of Area: Trade Area Analysis
 - Selection of Specific Site: Site Evaluation
- Types of Retail Location:
 - Isolated Stores/Free Standing Location
 - Unplanned Business Districts
 - Planned Shopping Centres

Unit 3: Retail Supply Chain Management

12

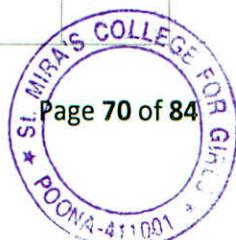
Retail Supply Chain:

- Category Management: Process
- Merchandise Management:
 - Merchandise Forecasting
 - Merchandise Budgeting
- Assortment Management: Process
- Price Management
- Private Label Design and Sourcing:
 - Global Sourcing: Process
 - Green Sourcing: Concept
- Retail Logistics:
 - Scope
 - Third Party Logistics
- Customer Service:
 - Order Management
 - Managing Reverse Logistics
 - Multi Channel Logistics

Unit 4: Retail Franchising

12

- Franchising: Concept
- Franchising as Strategy:
 - Pros and Cons of Franchise System
- Modes of Franchising
- Preparing for Franchising:
 - Franchisability
 - Franchise Feasibility Study
 - Designing a Franchise System
- Assessing a Potential Franchisee
- Investigating and Evaluating a Franchisee
- Managing Franchisee Relationship



Assignments and library hours – 12 hours

Reference Books:

- Bajaj Chetan, Tuli Rajnish and Srivastava Nidhi V. (2005). "Retail Management" 4th Ed., New Delhi, Oxford University Press.
- Pradhan Swapna (2010). "Retail Merchandising" New Delhi, Tata McGraw –Hill.
- Sidhpuria Manish V. (2009). "Retail Franchising" 1st Ed., New Delhi, Tata McGraw – Hill.
- Berman Barry & Evans Joel R. (2011). "Retail Management: A Strategic Approach" 11th Ed., New Delhi, Prentice-Hall of India Pvt. Ltd.
- Dr. Jain R.K. (2009) "Retail Management": 1st Ed., New Delhi, Vayu Education of India.
- Sinha Piyush & Uniyal Dwarika Prasad (2009) "Managing Retailing" 7th ed., New Delhi, Oxford University Press.
- Ray Rajesh(2010) "Supply Chain Management for Retailing" New Delhi, Tata McGraw – Hill.
- Sheikh Arif & Kaneez Fatima (2012) "Retail Management", Mumbai, Himalaya Publishing House.

Suggested Reading:

Journals:

- Retailer- India's Retail & Consumer Insights Magazines, Mumbai.
- Indian Journal of Marketing, New Delhi.



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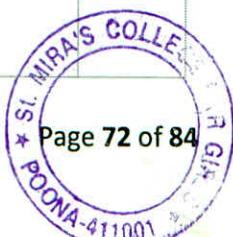
Semester VI	Subject Code: C61713	Lectures: 60
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Objectives:

- To help students gain knowledge of contemporary economic sectors
- To equip students with competence to select retail management as an elective at post graduate level of studies
- To enable student take up entry level jobs in the Retail sector

Unit 1: Retail Atmospherics & Store Space Management	14
<ul style="list-style-type: none"> • Exterior Atmospherics: <ul style="list-style-type: none"> ○ Store Entrance ○ Display Windows ○ Marquee or Signboard ○ Parking Facility • Interior Atmospherics • Store Layout: <ul style="list-style-type: none"> ○ Grid Layout ○ Free Form Layout ○ Race Track Layout ○ Storeyed Layout • Visual Merchandising <ul style="list-style-type: none"> ○ Concept ○ Factors guiding use of Merchandise Display ○ Components of Display ○ Case Study: Pantaloons Retail India Ltd. • Store Space Management: <ul style="list-style-type: none"> ○ Concept ○ Stages of Space Planning ○ Role of IT in Space Management <ul style="list-style-type: none"> ▪ Creating and Monitoring Planograms 	

Unit 2: Retail Organisation and Human Resource Management	12
<ul style="list-style-type: none"> • Setting up a Retail Organisation <ul style="list-style-type: none"> ○ Specifying task to be performed ○ Dividing task among channel members and customers ○ Grouping tasks into jobs • Organisational Patterns in Retailing: <ul style="list-style-type: none"> ○ Used by Departmental Stores ○ Used by Chain Retailers 	



- Used by Diversified Retailers
- Human Resource Management in Retailing:
 - Human Resource Management process in Retailing
 - Challenges in Human Resource Management

Unit 3: Relationship Marketing in Retailing	14
<ul style="list-style-type: none"> ● Supplier Relationship Management: Process ● Customer Relationship Management: Customer Service Mix <ul style="list-style-type: none"> ○ Case Study: Starbuck's Relationship Marketing ● Relationship Marketing Strategies in Retail: <ul style="list-style-type: none"> ○ Personalization ○ Special Treatment ○ Rewards ○ Communication ● Loyalty Program Best Practices ● Ethical Performance & Relationships in Retailing ● Gathering Customer Information and Enhancing Loyalty ● Technology and Relationships in Retailing: <ul style="list-style-type: none"> ○ Internet of Things ○ Geo-fencing, Geo-targeting and Geo-conquesting ○ POS Systems ○ Reward Point Management System ○ Customer Analytics Software ○ Chat Bots ○ Car Apps 	

Unit 4: Application of IT to Retail Management	08
<ul style="list-style-type: none"> ● Retail Information System: Building & Using a Retail Information System ● Database Management ● In-store Technologies: <ul style="list-style-type: none"> ■ Interactive Kiosks ■ Virtual Display Cases ■ RFID ■ Bar-coding System/UPC ■ Electronic Point of Sale Signage ■ Hand Held Shopping Assistant ■ Body Scanning ■ Self Scanning and Self Checkout System ■ Robotics 	



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Reference Books:

- Vedamani Gibson G. (2003). "Retail Management Functional Principle and Practices" 1st Ed., Mumbai, Jaico Publishing House.
- Bajaj Chetan, Tuli Rajnish and Srivastava Nidhi V. (2005). "Retail Management" 4th Ed., New Delhi, Oxford University Press.
- Berman Barry & Evans Joel R. (2011). "Retail Management: A Strategic Approach" 11th Ed., New Delhi, Prentice-Hall of India Pvt. Ltd.
- Nair Suja R. (2006). "Retail Management" 1st Ed., New Mumbai, Himalaya Publishing House.
- Dr. Jain R.K. (2009) "Retail Management": 1st Ed., New Delhi, Vayu Education of India.
- Sinha Piyush & Uniyal Dwarika Prasad (2009) "Managing Retailing" 7th ed., New Delhi, Oxford University Press.
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