

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

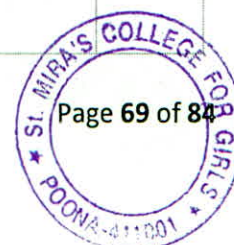
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- Retail and Retailing:
 - Meaning and Definition
 - Functions
- Organised Vs Unorganised Retailing:
 - Organised Retail Formats
 - Encouraging Customers to Spend More Time Shopping
- Challenges to Retail Business in India:
 - Impact of Demonetisation
- Trends in Retailing:
 - Online Retailing:
 - 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:
 - Meaning
 - Entry of Foreign E-tailers :
 - Case Study: Amazon's Business Model to India

Unit 2: Retail Location Strategy

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- Deciding on a Target Customer Group
- Importance of Location Decision
- Sources of information for selection of Location



<ul style="list-style-type: none"> • Levels of Location Decision: <ul style="list-style-type: none"> ○ Selection of City: Factors ○ Selection of Area: Trade Area Analysis ○ Selection of Specific Site: Site Evaluation • Types of Retail Location: <ul style="list-style-type: none"> ○ Isolated Stores/Free Standing Location ○ Unplanned Business Districts ○ Planned Shopping Centres 	
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Unit 3: Retail Supply Chain Management	12
<p>Retail Supply Chain:</p> <ul style="list-style-type: none"> • Category Management: Process • Merchandise Management: <ul style="list-style-type: none"> ○ Merchandise Forecasting ○ Merchandise Budgeting • Assortment Management: Process • Price Management • Private Label Design and Sourcing: <ul style="list-style-type: none"> ○ Global Sourcing: Process ○ Green Sourcing: Concept • Retail Logistics: <ul style="list-style-type: none"> ○ Scope ○ Third Party Logistics • Customer Service: <ul style="list-style-type: none"> ○ Order Management ○ Managing Reverse Logistics ○ Multi Channel Logistics 	

Unit 4: Retail Franchising	12
<ul style="list-style-type: none"> • Franchising: Concept • Franchising as Strategy: <ul style="list-style-type: none"> ○ Pros and Cons of Franchise System • Modes of Franchising • Preparing for Franchising: <ul style="list-style-type: none"> ○ 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.
- Sidhuria 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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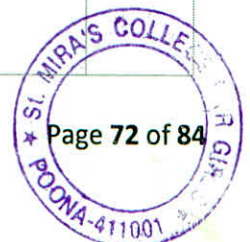
Semester VI	Subject Code: C61713	Lectures: 60
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Objectives:

- 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: Pantaloon 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 	



<ul style="list-style-type: none"> ○ Used by Diversified Retailers • Human Resource Management in Retailing: <ul style="list-style-type: none"> ○ Human Resource Management process in Retailing ○ Challenges in Human Resource Management 	
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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 	

Assignments and library hours – 12 hours

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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