

SEMESTER II

C0201 - RETAIL MARKETING (3 Credits)

MODULE I: AN OVERVIEW OF RETAILING

Unit 1: Types of stores – Product retailing vs. Service retailing – Non –store retailing – Retail strategy -Achieving competitive advantage and positioning – Retailing environment – legal, social, economic, technological , issues – Trends in the Indian Retailing Industry.

Unit 2: Retail store location and layout – Country/ region analysis – Trade area analysis – Site evaluation and selection – Store design and layout – Comprehensive store planning – Exterior design and layout – Interior store design and layout – Interior design elements.

MODULE II: Planning merchandise needs and merchandise budgets – methods for determining inventory evaluation – Assortment planning, buying and vendor relations – merchandise pricing – price strategies – psychological pricing – Mark – up and markdown strategies.

MODULE III: Communicating with the retail customer – retail promotion mix – Advertising– Sales promotion – Publicity –retail selling process – retail database
Globalization and changing retail formats – Virtual store – E- retaining International retailing – Opportunities – Market entry formulas – new customized formats (customized stores , portable stores, merchandise depots, retail threatre, service mails, customer – made stores, interactive kiosk ‘shopping arcades’)

Suggested readings

1. Ron Hasty and James Reardon : RETAIL MANAGEMENT
2. Rona Ostrow and Sweetman R. Smith : DICTIONARY OF RETAILING.
3. Lucas, Robert Bsuh & Larry Gresham : RETAILING (Hononghton Mifflin, AIPD , India).
4. Retail Management /Marketing – ICFAI Publications