

Objectives:

To introduce the student to the field of retailing management and enable them to understand the problems and issues faced by retailers and develop winning strategies for retailing business.

Unit

Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

Unit II

Store Location and Layout: Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

Unit III

Retail Marketing Strategies: Retail Merchandising: Introduction to Merchandising Management, Retail Merchandising Management Process, Retail Pricing- Introduction, Factors Influencing Pricing, Pricing Strategies, Retail Pricing- Introduction, Factors Influencing Pricing, Pricing Strategies, Integrated Marketing Communication in Retail- Introduction, Understanding Integrated Communication, Marketing

Unit IV

Customer Relationship Management in Retailing-Introduction, Benefits of Relationship Marketing, Management of Relationship, Principles of CRM, Customer Relationship Management Strategies, Components of CRM, Customer Service in Retailing, CRM and Loyalty Program

Unit V

International Retailing- Introduction, Stages in Retail Global Evolution, Reasons for Going Global, Benefits of Going Global, Market Entry Methods

E-Tailing- Introduction, E-tailing, Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, Factors Influences the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing,

Course out comes-

CO1 The role and relevance of retail Management

CO2 Types and trends of retailing •

CO3 The difference between the organized and unorganized retail sector

CO4 The role and importance of international retailing , Retail pricing strategies • Retail segmentation and relationship marketing

CO5 About Merchandise management • CRM Process in retailing and legal compliances

CO	Program Outcome												Program Specific Outcome				
	Po1	Po2	Po3	Po4	Po5	Po6	Po7	Po8	Po9	Po10	Po11	Po12	Pso1	Pso2	Pso3	Pso4	Pso5
CO1	H	H	H		H			H			L		H	H			M
CO2		L				M	L			H				L		L	H
CO3				M					H	H		H			H	H	
CO4			M			H						H			H		
CO5	L				H			H			M		M			M	H

Reference Books:

- 1.P.K.Sinha,andD.P.Uniyal,*ManagingRetailing*,OUP,New Delhi,2012
- 2.Bajaj,Tuli,andSrivastava,*Retail Management*,OUP,New Delhi,2010