3rd semester	21MBA301J	Retail Marketing Management	L-T-P 3-0-0	3 credits	35 Hours

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

Books :

- Retailing Management, Michael Levy, Borton A Weitz, Ajay Pandit, Mc Graw Hill
- Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
- Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson
- Retail Management ,Suja Nair, Himalaya Publishing Home

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