

RETAIL MARKETING

1. Retailing – Definition & Importance – Indian vs Global Scenario – Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats – Franchising in retailing
2. Retail consumer buying behaviour – types – factors influencing - buying behaviour.
3. Retail Marketing mix - Segmentation – positioning
4. Retail organization structure – Major functional areas – careers in retailing.
5. Retail Location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies
6. Store design – Interiors & exteriors - Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade.
7. Retail Franchising- Types of Franchising- Advantages of Franchising - Disadvantages of Franchising- Franchising in India.
8. Retail Merchandising- Factors affecting the merchandising function- The process of merchandising planning- Visual Marchandising.
9. Retail Communication mix – Sales promotion – Advertising - Public relation – Personal Selling – Steps in planning retail communication.
10. Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies.
11. Retail Pricing-The Concept of Retail Price-Elements of retail price-Retail Pricing Policies/strategies.
12. Servicing the Retail Customer- Importance of Service in Retail- Measuring the Gaps in Service- Customer Relationship in Management.
13. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.

Books Recommended

1. Retailing Management – Swapna Pradhan
2. Retail Marketing Management – Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Retail Management – Levy & Weitz
5. Channel Management & Retail Management – Meenal Dhotre
6. Retail Marketing Management – David Gilbert
7. Retail Management – Ron Hasty & James Reardon
8. The Art of Retailing – A.J. Lamba
9. Retail Management – W. Steward

10. Retail Management – Analysis, Planning & Control – David Walters