

EC V RETAIL MANAGEMENT

Unit 1

Retailing: Definition and scope of Retailing – Retailing Scenario – Trends in Retailing – Retail environment – Retail formats and their evolution – Classifications of Retailing institutions – Customer service Management in Retailing

Unit 2.

Retailing Strategies – store planning and layout – store design. Retailing Price Strategies: Different types of pricing, Demand oriented, Cost oriented, Competition oriented, one price policy and flexible pricing. Retailing: Collaboration.

Unit 3.

Retailing marketing and Advertising – Strategies – Establishing a retail image – Marketing Mix - Customer Relationship Management – Direct Marketing – Micro- Marketing – Advertising – Franchising – Type and operations arrangements.

Unit 4.

Retail Organisation and Human Resource Management – Tasks to be performed – dividing tasks to channel members –organisational patterns – HRM process in Retailing.

Unit 5.

Retail Management Information System – Retail Technology – Retail Operations - Store Operating parameters – Strategic resource models in Retailing. Visual Merchandising and Displays – On line Retailing – BPO in Retailing – Retailing Banking Services – Entry strategies of Global Retailing.

REFERENCES:

1. Gibson G. Vedamani, *Retail Management: Functional Principles and Practices*, Jaico Publishing House, Mumbai, 2007
2. Kazmi S.H.H. and Satish K Batra, *Advertising and sales Promotion*, Excel Books, New Delhi, 2001.
3. Sivaumar A, *Retail Marketing*, Excel Books, New Delhi, 2007.
4. Barry Berman, Joel R Evans, *Retail Management: A Strategic Approach*, Prentice Hall, 2006.