

ELECTIVE COURSE V (A) – RETAIL MANAGEMENT

Credit Allotted: 4

Max. Marks: 75

UNIT-I RETAILING CONCEPTS

Definition of retailing - Characteristics of retailing - traditional and non-traditional retailing - Applications of information technology in retail management.

UNIT-II RETAIL INDUSTRY

Global trends in retailing – Indian retail industry – Drivers to the growth of retail -macro and micro environmental influences – Creativity in retailing - Emerging trends and challenges.

UNIT III RETAIL FORMATS

Different types of retail formats - Choice of location – Store layout and designs - Positioning of retail shops - Retail store image - Retail service quality management.

UNIT IV RETAIL MARKETING MIX

Merchandise management - Service retailing Vs. Product retailing - Retail branding - Pricing for retail – Promotion - Supply chain and logistics - Retail marketing strategies.

UNIT V RETAIL SHOPPERS BEHAVIOUR

Shopping process - Influences of shoppers' attitude, perception, personality and life style in retail shopping behaviour - Handling complaints - Delivering value to retail shoppers.

REFERENCES:

1. Retail marketing - Malcolm Sullivan and Dennis Ad Cock - Thomson
2. Retail Management - A Strategic Approach - Barry Berman and Joel.R.Evans -Prentice Hall of India.
3. Integrated Retail Management - James R. Ogden and Denise J. Ogden – biztantra.