

COO3B1 Retail Marketing [4 Credits]

Learning Objective: The course aims at providing the students a comprehensive knowledge on Indian Retail

Industry and policy initiatives under FDI in retail.

UNIT 1: An Overview of Retailing

(15 Hours)

Definition – Importance – Functions – Characteristics of Retailing – Retail Industry – Growth of Retail in

India – Global Retailers – Classification of retail organizations – types of ownership – merchandise offered – type of retail store – store retailing – non - store retailing – Traditional and Modern retail formats in India – Product retailing v/s Service Retailing – Role of Services in Retailing – Trends in the Indian Retail industry – Airport Retailing – Railway Retailing – Multichannel Retailing (Case Studies)

UNIT 2: Retail Market Strategy

(8 Hours)

Retail Strategy – Process of formulating retail strategy – Target Market and Retail Format – Growth

strategies – diversification strategies – achieving competitive advantage and positioning – International expansion – Financial Management in retail – Sources of finance – Global growth opportunities (Case Studies)

UNIT 3: Retail Location and Layout

(15 Hours)

Importance of store locations – types of locations – steps involved in choosing a retail location -

Country/region analysis – trade area analysis – site evaluation and selection – steps in site selection – store design and layout – exterior design and layout – interior design and layout – interior design elements – Visual merchandising – Space planning – Store Atmospherics (Case Studies)

UNIT 4: Merchandise Planning- Procurement and Pricing (15

Hours) Merchandising – Merchandise planning – process of merchandise planning – Develop sales forecast – factors affecting merchandise function – functions of merchandise manager – Assortment Planning – Merchandise Budget – methods of determining inventory valuation - Merchandise buying – Branding Strategies – Private label brands – national brands – Process of merchandise procurement – Global sourcing

– vendor relations - Merchandise Pricing – Retail price – Setting retail price – elements – Price adjustments

– pricing strategy – external influences on retail pricing strategy – retail pricing objectives Analyzing merchandise performance (Case Studies)

UNIT 5: International Retailing

(7 Hours)

International retail marketing – Foreign Direct Investment in Indian Retail Sector – Single Brand & Multi-

Brand Retail – Global scenario of FDI in retail sector – FDI

Policy initiatives

Suggested Readings:

1. Michael Levy, Barton Weiz & Ajay Pandit : Retailing Management (6th Edition), Tata Mc Graw Publishing Co., New Delhi
2. Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava : Retail Management, Oxford University

Press

3. K V S Madaan : Fundamentals of Retailing, Tata Mc Graw Publishing Co., New Delhi
4. Swapna Pradhan : Retailing Management – Text and Cases , Tata Mc Graw Publishing Co.,
New Delhi
5. Retail Management / Marketing – ICFAI Publications