

Programme : **Master of Commerce [M.Com]**  
 Course Code : **COM-630**  
 Course Title : **Retail Marketing**  
 Number of Credits : **04**  
 Effective from AY : **2022 – 2023**

**Pre-requisites for the Course:**

NIL

**Objectives of the Course:**

1. To understand the role, importance, and significance of retailing
2. To understand how and in what way FDI helps in developing retailing business, various retail marketing strategies for improving competitive advantage.
3. To effectively identify the location for a retail business and the layout pattern for easy accessibility.
4. To carry out merchandise planning w.r.t procurement and pricing.

**Course Content**

<b>Unit 1</b>	<b>An Overview of Retailing</b>	<b>15 Hours</b>
Introduction to Retail Industry – Growth of Retail in India – Global Retailers – Classification of retail organizations – types of ownership – merchandise offered – the 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).		
International retail marketing – FDI in Indian Retail Sector – Single Brand & multi-Brand Retail – Global scenario of FDI in the retail sector – FDI Policy Initiatives (Case Studies).		
<b>Unit 2</b>	<b>Retail Marketing Strategy</b>	<b>15 Hours</b>
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)		
<b>Unit 3</b>	<b>Retail Location and Layout</b>	<b>15 Hours</b>
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)		
<b>Unit 4</b>	<b>Merchandise Planning and Retail Marketing Mix</b>	<b>15 Hours</b>
Merchandising – Merchandise planning – the 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 a retail pricing strategy – retail pricing objectives – Analyzing merchandise performance (Case Studies)		

**Pedagogy:**

The following methods and forms of study are used in the course:

Lectures, Case Studies, and Self-study (doing home assignments based on reading research papers in the area of Retail Marketing).

**Reference / Readings:**

1. Chetan Bajaj, Rajnish Tuli and Nidhi Srivastava: *Retail Management*; Oxford University Press, Noida . 3<sup>rd</sup> Edition, 2016
2. Madhan, K.V.S.: *Fundamentals of Retailing*; McGraw Hill Education, Noida. 1<sup>st</sup> Edition, 2009
3. Michael Levy, Barton Weiz and Ajay Pandit: *Retailing Management*; McGraw Hill Education, Noida. 8<sup>th</sup> Edition, 2017
4. Swapna Pradhan: *Retailing Management–Text and Cases*; McGraw Hill Education, Noida. 4<sup>th</sup> Edition, 2012

**Online Resources:**

1. [https://en.wikipedia.org/wiki/Retail\\_marketing](https://en.wikipedia.org/wiki/Retail_marketing)
2. <https://www.open.edu/openlearn/money-business/business-strategy-studies/retail-marketing/content-section-0?active-tab=description-tab>

**Course Outcomes:**

Upon completion of the course, the students will be able to:

**CO1:** Understand the significance of retail marketing in the present globalized business world.

**CO2:** Understand, identify, and apply various strategic options for making effective retail marketing plans.

**CO3:** Identify the appropriate location for establishing retail business units, make out a proper layout for easy accessibility of goods for the consumers, and adopt appropriate promotional strategies.

**CO4:** Carry out efficient and effective merchandise planning w.r.t procurement and pricing of goods for equating the supply with the potential demand.