

Programme	: M. Com	
Course Code	: COO 317	Title of the Course: Retail Marketing.
Number of Credits	: 4	
Effective from AY	: 2018-19	

Prerequisites:	Students have studied B. Com and basic understanding of Marketing.
Need, Description, and Objectives	<p>The Indian retail industry has emerged as one of the most dynamic and fast-paced industries. Indian Retail Industry has immense potential as India has the second largest population with affluent middle class, fast urbanisation and rapid growth of internet. This course is designed to introduce the student to retail industry, its functions, working mechanism, new retail formats and merchandising function. It will bring out the ability of students to work in retail industry as well as give them a boost to be in the supply chain of retail industry.</p> <p>Retail marketing course is developed to equip the student and introduce them to the Indian Retail Industry. This course is designed to cover the various aspects of retailing that incorporates types of retail stores, traditional and modern retail formats in India, FDI in retail sector, formulation of retail market strategy, choosing store location and planning the store layout, its atmospherics as well as merchandise planning, procuring products and pricing strategies.</p> <p>The course aims at providing the students a comprehensive knowledge on Indian Retail Industry and policy initiatives under FDI in retail.</p>

Content:	<p>UNIT 1: An Overview of Retailing Definition – 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 – Single brand, multi-brand Retail – FDI in Retail sector(<i>Includes Case Studies</i>).</p> <p>UNIT 2: Retail Market Strategy Retail Strategy – Process of formulating retail strategy – Target Market and Retail Format – Growth strategies – diversification strategies – achieving competitive advantage and positioning – International expansion (<i>Includes Case Studies</i>).</p> <p>UNIT 3: Retail Location and Layout Importance of store locations – types of locations – steps involved in choosing a retail location - Country/region analysis – trade area analysis – site evaluation and selection – store design and layout – Visual merchandising – Space planning – Store Atmospherics (<i>Includes Case Studies</i>).</p> <p>UNIT 4: Merchandise Planning- Procurement and Pricing Merchandising – Merchandise planning – process of merchandise planning – Develop sales forecast – factors affecting merchandise function–Assortment Planning – Merchandise Budget – methods of determining inventory</p>	<p>12 hours</p> <p>9 hours</p> <p>12hours</p> <p>15hours</p>
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	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 (Includes CaseStudies).	
Pedagogy:	The following methods and forms of study are used in the course: <ul style="list-style-type: none"> • Lectures, Class discussion on case studies, seminar presentations • Self-study assignment • Application oriented learning 	
Reference / Readings:	<ol style="list-style-type: none"> 1. Michael Levy, Barton Weiz & Ajay Pandit : Retailing Management, Tata Mc Graw Publishing Co., New Delhi.2016 2. Chetan Bajaj, Rajnish Tuli & Nidhi Srivastava : Retail Management, Oxford University Press.2016 3. K V S Madaan : Fundamentals of Retailing, Tata Mc Graw Publishing Co., New Delhi.2016 4. Swapna Pradhan : Retailing Management – Text and Cases , Tata McGraw Publishing Co., New Delhi.2016 5. Suja Nair : Retail Management, Himalaya Publishing House.2016 	
Learning Outcomes:	<p>At the end of learning this course, the student is expected to understand the following:</p> <ol style="list-style-type: none"> 1. Features of traditional and modern retail formats in India, Store v/s non-store retailing, airport, railway and multi-channel retailing 2. Foreign direct investment in Indian retail sector 3. Importance of choosing appropriate store location and planning a proper layout 4. Process and planning of merchandise procurement, developing sales forecast, preparing merchandise budget and formulating various pricing strategies. 	

