

B. Com III Semester Syllabus implemented from academic year 2016-17

III SEMESTER

3.1 RETAIL MANAGEMENT

Objective :

1. To make the students understand the philosophy of retailing in India
2. To familiarize the students with the basic concepts and principles of Retail Marketing and to develop their conceptual and analytical skills to be able to manage retail operations.

Units	Topics	Hours
I	Introduction to Retail Management: Evolution of retailing in India, Meaning and Definitions of Retail Management, Role of Retailers, Retailers as a link between producer and consumer, challenges faced by retailers, - E-Retailing- Advantages and disadvantages.	10
II	Retail Developments and Formats in Retailing: Organized and un-organized Retailing – Traditional retail formats, Reasons for the emergence of modern retail formats, Modern retail formats-advantages and disadvantages of modern retail formats.	10
III	Retail Expansion: Meaning- Need-Methods of retail expansion-FDI – Meaning & importance, New FDI policy, advantages and disadvantages. Internationalization- Franchising- Merits and Demerits of franchising- franchising in India.	10
IV	Retail Pricing : Concept of retail pricing, Elements of retail price-Determining the price- Retail pricing strategy- Adjustment to retail price- Comparison of mark-ups and mark-downs, Methods of pricing.	10
V	Retail Marketing Mix: Meaning of retail marketing mix, concept of segmentation, targeting, product positioning (STP Approach) for retail store platforms of retail communication mix- Advertising, Sales promotion, public relations-social media.	10

Reference Books:

- 1) Marketing in India : By S. Neelameghan, Vikas Publication
- 2) Retailing Management : By Swapna, Mc Grow Hill
- 3) Marketing Management : By – Dr. R. B. Rudani, S. Chand Publications
- 4) Marketing Management : BY- Dr. A. Karunakaran, Himalaya Publication