Gyanmanjari
Innovative University

Subject: Retail Marketing Management – BCOMM12305

Type of course: Major (Core)

Prerequisite:

A successful career in Retail Marketing Management typically requires a strong foundation in marketing principles, consumer behavior, and retail industry dynamics. Proficiency in market research, data analysis, and the ability to identify and respond to consumer trends is essential. Additionally, effective communication and interpersonal skills are crucial for building relationships with suppliers, colleagues, and customers.

Rationale:

Retail marketing management is essential for driving business success in the competitive retail industry. It involves the strategic planning, execution, and optimization of marketing initiatives tailored to the unique needs and preferences of target customers. By understanding and responding to consumer behavior and market trends, retail marketing management helps retailers adapt and thrive, ultimately increasing sales, customer satisfaction, and long-term profitability.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.

Course Content:

Sr. No	Course content	Hrs	% Weightage
1	❖ **Introduction to Retail Marketing Management** • **Retailing:** Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment- Economic, Legal, Technological & Competitive • **Retail sector in India:** Size, and Drives of Retail changes, FDI in Retailing in Indian Context • **Recent Trends in Retailing:** Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector.	15	25
2	❖ **Retail Management Strategy** • **Retail Strategies:** Promotional Strategies, Retail Planning Process, Retail Market Segmentation – Concept and Significance • **Relationship Marketing Strategies:** CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing • **Consumer Strategies:** Consumer Behavior in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.	15	25
3	❖ **Retail Location, Layout and Merchandising** • **Retail Location& Merchandising:** Importance, Types, Steps involved in choosing a Retail Location. • **Merchandising:** Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising • **Store Design and Layout:** Store Design - Elements, Store Layout - Importance, Steps for Designing	15	25
4	❖ **Use of Technology and Career options** • **Technologies:** Use of Technologies in retailing - Electronic Data Interchange(EDI), Radio Frequency Identification (RFI), Data Base Management system • **E-Retailing:** Formats, Challenges, Green Retailing - Concept and Importance	15	25

	• **Retail as a Career:** Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager		

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	**Marketing Plan Development:** • Divide students into groups and assign them a fictional retail business. • Have each group develop a comprehensive marketing plan, including market analysis, target audience, promotional strategies, and budget considerations.	10
02	**Retail Store Layout Design:** • Ask students to get pictures or layouts of existing retail stores and make short report on their observation and findings and upload it on GMIU Web portal.	10
03	**Market Segmentation Exercise:** • Provide a list of retail products and have students identify the specific customer segments for each product and upload chart on GMIU Web portal.	10
04	**Debate:** • Divide the class into two groups – one in favor and one against the given topic. • Conduct a debate, with students presenting arguments supporting or opposing the given topic.	10
05	**Retail Strategy Brainstorming:** • Have a brainstorming session where students come up with innovative retail strategies. • Each student should present their strategy with PPT and explain how it aligns with the principles of retail management and upload it on GMIU Web portal.	10
06	**Retail Sector in India vs. Global Scenario:** • Divide students into groups and assign each group a country outside of India. • Ask each group to research the retail sector in their assigned country. • Each group presents their findings, focusing on differences and similarities with the Indian retail sector and uploads it on GMIU Web portal.	10
07	Attendance	10
Total		**70**

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Understand the fundamental concepts, challenges, and recent trends in retail marketing management.
CO2	Develop effective retail strategies by understanding and implementing promotional strategies.
CO3	Analyze the significance of retail location and merchandising in the retail industry.
CO4	Understand the utilization of technology in retailing, including Electronic Data Interchange (EDI), Radio Frequency Identification (RFI).
CO5	Get information about E-Retailing formats, challenges, and the significance of Green Retailing

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

[1] Retail MarketingManagement by David Gilbert

[2] Principles of Retailing by Suzanne Fernie, John Fernie, Christopher Moore, a Fernie

[3]Retail Management by Chetan Bajaj, Rajneesh Tuli, NidhiVarma Srivastava