

## GC-CRS1 RETAIL MANAGEMENT

### Learning Objectives:

- The course aims to achieve following objectives
1. To define various concepts related to retailing
  2. To analyse the evolution of retail industry
  3. To understand the Marketing mix for retail Industry
  4. To summarize the key challenges facing retailers

### SECTION A

**Unit I: Introduction to Retail Management:** Meaning of Retail Management, Retail Management Process, Retail Services Retailing- Marketing. Retailer Equation- Marketing concepts applied to retailing-Retailing as a career - Trends in Retailing. Retail Model and Theories of Retail Development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models.

**Unit II:- Retail locations:** Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location, Strategy for effective market segmentation, Retail value chain.

**Unit -III - Space Management** – Definition of Space Management, Store layout and Design, Concept, meaning of Visual Merchandising, Various types of Promotions Strategy.

**Unit IV - Retail Marketing Mix** - Concept, component, Retail Marketing Mix, Retail Communication Mix, POP Displays.

### SECTION B

**Unit -V – Customer Relationship:** Relationship Marketing Strategies, CRM, Challenges and Threats in global retailing.

**Unit VI: Retail Scenario:** Retail Environment, Indian Retailing Scenario and Retail Industry at global level.

**Unit VII: Contemporary issues in retail management:** Internationalisation and Globalisation of Retailing, E-retailing, Green retailing.

### Suggested Readings:

1. Levy Michael, Weitz Barton-Retailing Management, V Edition, Tata McGraw Hill, New York.



2. Berman Berry, Evans J.R.-Retail Management Strategic Management Approach, IX Edition, Pearson Education, New York.
3. Pradhan Swapna-Retailing Management Text and Cases, II Edition, Tata McGraw Hill, India.
4. Nair Suja-Retail Management Edition, HPH, Mumbai.
5. Sinha, Uniyal-Managing Retailing, Oxford University Press, Delhi
6. Srivastava, S. (2012). Marketing Strategies Adopted By Retailers in Retail Store: A Case Study of Max Lifestyle Store-Phoenix Mall, Lucknow. IJRFM, 2(2), 12-21.
7. <http://marketingland.com/retail-marketing-strategies-connecting-dots-13967>  
<http://www.marketingdonut.co.uk/marketing-strategy/the-five-principles-of-retail>

