



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name:PGDM

Trimester:V

Name of the subject: RETAIL MARKETING

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: KALA MAHADEVAN

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Weblink:

Learning Objectives:

- To develop a basic understanding of the Retail sector
- To understand the various retail formats and theories
- To develop an insight into consumer behaviour in retail
- To understand the importance of retail locations and issues thereof
- To develop an understanding of Retail Store and Merchandising management
- To understand the issues related to Servicing the retail consumer
- To understand issues relating to retail pricing and communication mix for retail industry
- To learn about Information technology and Supply Chain management in retail
- To understand the financial and HR related issues in Retail

Reference Books:

1. Retailing management – Michael Levy
2. Retail Management – Barry Berman and Joel Evans
3. Retailing Management – Text and Cases – Swapna Pradhan
4. Retailing marketing management – David Gilbert



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Retailing Types of Retailers	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none">• Overview of Retail Industry• Marketing Retailing equation• Retail Industry in India• Theories of retail development• Retail Life Cycle• Types of Retailers• Franchising in retail	<ul style="list-style-type: none">• Class Discussion• Internal Test
2	Types of Retailers (Contd)	Retailing Management –	<ul style="list-style-type: none">• Stages in the buying process	<ul style="list-style-type: none">• Class Discussion



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	Consumer Buying Behavior in Retail	Michael Levy and Barton Weitz	<ul style="list-style-type: none">• Factors influencing the retail shopper• Types of Buying decisions	<ul style="list-style-type: none">• Internal test
3	Retail Locations	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none">• Importance of location• Types of Locations• Selecting a retail site location• Site evaluation• Evaluating a trade area	<ul style="list-style-type: none">• Class Discussion• Internal Test
4	Merchandise Management	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none">• What is Merchandise management• Merchandise Planning Process• Types of Merchandise• Vendor evaluation• Buying Merchandise• National v/s Private Labels	<ul style="list-style-type: none">• Class Discussion• Internal Test
5	Store Management	Retailing Management –	<ul style="list-style-type: none">• Importance of Store	<ul style="list-style-type: none">• Class Discussion



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		Michael Levy and Barton Weitz	Management <ul style="list-style-type: none"> • Responsibilities of Store Managers • Steps in Employment Management process • Motivating and Compensating employees • Store Design • Store Layouts • Visual Merchandising in retail 	<ul style="list-style-type: none"> • Internal Test
6	INTERNAL TEST			
7	Retail Pricing and Communication Mix	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none"> • Pricing strategies • Setting retail prices • Branding in retail • IMC in retail • Planning the retail 	<ul style="list-style-type: none"> • Class Discussion • Internal Test



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			communication program	
8	Servicing the Retail Consumer Information Systems and Supply Chain Management in Retail	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none"> • Customer service • Approaches to customer service • Customer evaluation of service quality • GAPS model in retail • Service recovery • Strategic importance of SCM • Retail Logistics • Reverse Logistics 	<ul style="list-style-type: none"> • Class Discussion • Internal Test
9	Financial Strategy and HR in retail	Retailing Management – Michael Levy and Barton Weitz	<ul style="list-style-type: none"> • Strategic Profit model • Measures of Financial Performance – Analysis of financial strength • HR in retail 	<ul style="list-style-type: none"> • Class Discussion • Internal Test
10	Class Presentations on Case			



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	Studies and Assignments			
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Practical Approach : Other activities (At least 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review	It Happened in India by Kishore Biyani	To understand the entrepreneurial journey of the Future Group and its challenges	
5	Group Discussion			
6	Business Quiz / Business News sharing	Marketing Quiz on retail sector in India	To get acquainted with the various brands in Indian retail	
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity – Case Study Presentations	<ul style="list-style-type: none">• Case study of Subhiksha – Rise and fall• Case study of Zara in Indian retail industry• IKEA Case Study in India• Big Basket v/s Grofers – A case study on the online FMCG/Grocery market in India	To be able to analyse the various issues relating to the chosen case study and recommend solutions for the same	



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Evaluation:

Internal:

Component	Details	Marks
Class Test	Internal Test	20
Presentation	Students Presentation	10
Case Study		
Participation	Students Active Participation in lecture	5
Others	Attendance	5

Signature of Faculty

Signature of the Co-ordinator