



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Plan (MMS / PGDM)
Academic Year (2014-15)

Programme: MMS / PGDM

Name of the Course: Retail Marketing

Maximum marks: 100 **No. of Sessions:** 15

Name of the Faculty:Chaubal,Sugham

Mobile No: _____ **Email:** _____

Weblink:

Learning Objectives:

To understand the importance of marketing of Services
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

Reference Books:

Reference Text: 1. Retailing Management – Michael Levy
2. Retail Management – Barry Berman & Joel Evans
3. Retailing Management – Text & Cases – Swapna Pradhan
4. Retail Management – Lusch, Dunne
5. Retail Management – Gibson Vedamani
6. Retail Management – Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava – Oxford Publications
7. Retailing & E – Tailing – S.L Gupta, Ramesh Mittal, Ruchi Nayyar – International Book House Ltd
8. Retailing – An Introduction – Roger Cox, Paul Brittain – Pearson Publications



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Plan:

Session No	Topics to be covered	Pedagogy	Remark
1	Introduction to Retailing Types of Retailers	Lecture/Slides/Cases	
2	Types of Retailers Consumer Buying Behavior in Retail	Lecture/Slides/Cases	
3	Retail Locations	Lecture/Slides/Cases	
4	Store Site Selection	Lecture/Slides/Cases	
5	Space Management	Lecture/Slides/Cases	
6	Merchandise Management	Lecture/Slides/Cases	
7	Private Label Management	Lecture/Slides/Cases	
8	Category Management	Lecture/Slides/Cases	
9	Store Design and Visual Merchandising	Lecture/Slides/Cases	
10	Store Management	Lecture/Slides/Cases	



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11	Class Presentations on Case & Internal Test		
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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	2 tests, best of two	20
Presentation, Assignment etc.	Topic wise, Case study	10
Class Participation	Oral Questions, Debate, Query, Attendance	5
Student Conduct	Grooming, Behaviour	5

Sugham,Chaubal

Signature of Faculty

Signature of Co-ordinator