

**LESSON PLAN**  
**MBA**  
**ELECTIVE: MARKETING**

**Subject** : RETAIL MANAGEMENT  
**Name of the Faculty** : Mr.Kedareswar Panda  
**Academic Session** : 2016-17  
**Semester** : 4<sup>th</sup> Semester (January to June, 2017)  
**Batch** : MBA 2015-17

Sl.No.	Lecture No.	Topic	Important Teaching Points
1	1	Role, Relevance and Trends	<ul style="list-style-type: none"> <li>• What is RM?</li> <li>• Functions of a retailer</li> <li>• Trends in Retail</li> <li>• Retail Concept</li> </ul>
2	2	Retail Organization	<ul style="list-style-type: none"> <li>• Evolution of Indian Retail Industry</li> <li>• Differences between Organized &amp; Unorganized Retailing</li> </ul>
3	3	Retail Organization	<ul style="list-style-type: none"> <li>• Key Success, Risk &amp; Opportunities of Retail Sector</li> <li>• Porter's Five Forces Model</li> </ul>
4	4	Types of Retailers	<ul style="list-style-type: none"> <li>• Food Retailer</li> <li>• General Merchandise</li> <li>• Types of Ownership</li> </ul>
5	5	Retail Formats	<ul style="list-style-type: none"> <li>• Discount Store</li> <li>• Specialty Store</li> <li>• Category Killer</li> <li>• Departmental Store</li> <li>• Convenience Store</li> <li>• Supermarket</li> </ul>
6	6	Retail Formats	<ul style="list-style-type: none"> <li>• Hypermarket</li> <li>• Airport retailing</li> <li>• Warehouse club</li> <li>• Leased department or SIS(Shop in Shop)</li> <li>• Non store Retail format</li> </ul>

7	7	Retail Consumer Behavior	<ul style="list-style-type: none"> <li>• Need for study of CB</li> <li>• Factors influencing the Retail shopper</li> <li>• Customer decision making process</li> <li>• Factor influencing buying process</li> </ul>
8	8	Retail Marketing Mix	<ul style="list-style-type: none"> <li>• Retail Product</li> <li>• Retail Price</li> <li>• Retail Promotion</li> <li>• Retail Place</li> </ul>
9	9	Retail Marketing Strategy	<ul style="list-style-type: none"> <li>• Retail Product</li> <li>• Retail Price</li> <li>• Retail Promotion</li> <li>• Retail Place</li> </ul>
10	10	Retail Marketing Strategy	<ul style="list-style-type: none"> <li>• Defining Retail Market Target market &amp; Retail format</li> <li>• Building sustainable competitive advantage</li> <li>• Customer Loyalty</li> <li>• Growth strategy</li> </ul>
11	11	Doubt clearing class & Question discussion. Case Study discussion	Consumers' Perception towards online shopping
12	12	Types of Retail location	<ul style="list-style-type: none"> <li>• Central Business District</li> <li>• Free standing location</li> <li>• Highway Store</li> <li>• Neighborhood business district</li> <li>• Destination store</li> </ul>
13	13	Retail location strategy	<ul style="list-style-type: none"> <li>• Steps involved in choosing a retail location</li> <li>• Market Identification</li> <li>• Determining Market potential</li> <li>• Identify alternate sites &amp; select the site</li> </ul>
14	14	Merchandise Planning	<ul style="list-style-type: none"> <li>• Concept of merchandise planning</li> <li>• Implication of merchandise planning</li> <li>• Process of merchandise planning</li> </ul>

