

LESSON PLAN
MBA
ELECTIVE: MARKETING

Subject : RETAIL MANAGEMENT
Name of the Faculty : Mr.Kedareswar Panda
Academic Session : 2016-17
Semester : 4th 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"> • What is RM? • Functions of a retailer • Trends in Retail • Retail Concept
2	2	Retail Organization	<ul style="list-style-type: none"> • Evolution of Indian Retail Industry • Differences between Organized & Unorganized Retailing
3	3	Retail Organization	<ul style="list-style-type: none"> • Key Success, Risk & Opportunities of Retail Sector • Porter's Five Forces Model
4	4	Types of Retailers	<ul style="list-style-type: none"> • Food Retailer • General Merchandise • Types of Ownership
5	5	Retail Formats	<ul style="list-style-type: none"> • Discount Store • Specialty Store • Category Killer • Departmental Store • Convenience Store • Supermarket
6	6	Retail Formats	<ul style="list-style-type: none"> • Hypermarket • Airport retailing • Warehouse club • Leased department or SIS(Shop in Shop) • Non store Retail format

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

15	15	Managing Assortments	<ul style="list-style-type: none"> • Assortment planning process • Variety • Assortment • Product availability • Assortment planning for Service retailers
16	16	Store Management	<ul style="list-style-type: none"> • Store Management responsibility • Recruiting and selecting store employees • Socializing and training new store employees • Motivating & managing Store employees • Evaluating Store employees & providing feedback
17	17	Types of Retail Store layout	<ul style="list-style-type: none"> • Grid layout • Racetrack layout • Free-form or boutique layout
18	18	Store design & Space management	<ul style="list-style-type: none"> • Feature Area • Space planning • Concept of space management • Importance of space management
19	19	Visual Merchandising	<ul style="list-style-type: none"> • Merchandise presentation techniques • Style or item presentation • Color presentation
20	20	Visual Merchandising	<ul style="list-style-type: none"> • Price lining • Vertical Merchandising
21	21	Retail Aesthetics	<ul style="list-style-type: none"> • Concept of Retail Aesthetics • Need of Retail Aesthetics in Retail Store • Atmospheric and Aesthetics
22	22	Retail Atmospheric	<ul style="list-style-type: none"> • Visual Communication • Lighting • Color • Music & Scent

23	23	Retail Equity	<ul style="list-style-type: none"> • Definition of Brand • Role of Brand • Brand loyalty • Positioning of a Brand
24	24	Doubt clearing class & Question discussion. Case Study discussion	Store layout of Central, Bhubaneswar
25	25	Retail Communication Mix	<ul style="list-style-type: none"> • Using communication programs to develop brand & build customer loyalty • Selection of Promotion Mix • Retail Sales Promotion • Method of communicating with customers • Planning the retail communication process
26	26	Factors affecting Retail pricing Policy	<ul style="list-style-type: none"> • Geography • Suppliers • Government • Competitors • Customers
27	27	Methods of Retail Pricing	<ul style="list-style-type: none"> • Cost-based • Competitor-based • Demand-oriented
28	28	Retail Pricing Strategies	<ul style="list-style-type: none"> • High-Low Pricing • Penetration Pricing • Skimming Pricing • Loss-leader Pricing • Predatory Pricing • Psychological Pricing • Price lining
29	29	Retail Pricing Strategies	<ul style="list-style-type: none"> • Bundled Pricing • Multiple unit Pricing • Extinction Pricing • Fixed & Variable Pricing
30	30 & 31	Managing Retail Brands and Branding Strategies in retail	<ul style="list-style-type: none"> • Meaning of Brand and Brand value • Managing Brand Equity & Brand loyalty • Branding Strategies

31	32	Retail Brand Extension	<ul style="list-style-type: none"> • Related brand extension • Unrelated brand extension • Image-related brand extension
32	33	Creating Brand Value	<ul style="list-style-type: none"> • Brand Awareness • Brand Association
33	34	Doubt clearing class & Question discussion. Case Study discussion	Private label Branding strategy carried by Big Bazaar
34	35	Retail Supply Chain Management	<ul style="list-style-type: none"> • Concept of Supply chain management • Need for Supply chain management • Issues involved in developing Supply chain Framework
35	36	CRM & Relationship Marketing in Retailing	<ul style="list-style-type: none"> • The CRM process • Collecting customer data • Analyzing customer data & Identification of target customer • Developing CRM programs • Implementing CRM programs
36	37	HRM Practices in Retail	<ul style="list-style-type: none"> • Meaning of HRM • Competitive advantage through effective HRM • Retail Organization Designs and structures • Developing employee skills, commitment and motivation
37	38	Technology in Retailing	<ul style="list-style-type: none"> • Role of retail data capture in retail transaction • Campaign Management • Adopting Coding System • Benefits of data base marketing • Application of IT in Retailing • RFID, ASN, EDI

38	39	Future of Retailing	<ul style="list-style-type: none"> • Wheel of retailing • Emerging retail formats
39	40	Doubt Clearing Class & Question discussion. Case Study discussion	McDonald's India-Supply Chain

Books	Book Name & Author	Publisher
Text Book	1. "Retail Management", Micael Levy, Barton Weitz, Ajay Pandit	TATA McgrawHill
	2. "Retail Management", Chetan Bajaj, Rajnish Tuli, Nidhi Varma Srivastava	Oxford University Press
Reference Book	1. "Fundamentals of Retailing" KVS Madaan	TATA McgrawHill
	2. "Retail Management-A Strategic Approach" Barry Berman, Joel R. Evans	Pearson Publication
	3. "Retail Marketing Management", David Gilbert	Pearson Publication



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