

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

