NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business Administration Programme/
Master of Business Administration (Family Business & Entrepreneurship) Programme

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Course Code	MFT5SEMM20 MBM5SEMM20 MFB5SEMM20
Course Title	Retail Marketing

Course Learning Outcomes (CLO):
At the end of the course, students will be able to:
1. Identify and define Retail Marketing concepts and its significance in retail marketing
2. Relate and analyze factors affecting retail value Proposition
3. Develop retail marketing strategy

Syllabus	Teaching Hours
Unit I: Overview of Retailing • Retailing Scenario, Retail Lifecycle and Scope • Retail Value Chain • Types of Retailers • Multichannel Retailing • Franchising • Retail Shopping Behavior	08
Unit II: Retail Strategy • Retail Strategic Planning Process • Retail Research • Retail Financial Strategy • Retail Location	06
Unit III: Retail Marketing Mix • Merchandising Management • Category Management • Retail Pricing • Retail Pricing Decisions • Retail Supply Chain Management and Information Systems • Retail Communication Mix • Store Layout, Design, and Visual Merchandising	12
Unit IV: Retail Customer Services and Technology • Customer Relationship Management • Customer Services • Technology in Retail	04

Suggested Readings:

1. Berman, B., Evans, J., Chatterjee, P., and Shrivastava, R., Retail Management: A Strategic Approach New Delhi: Pearson Education.
2. Levy, M., Weitz, B. and Pandit, A., Retail Management. New Delhi: Tata McGraw Hill.
3. Pradhanand, S., Retail Management (Text and Cases), New Delhi, Tata McGraw Hill.
4. Bruce, M., Christopher M., and Birtwistle, G., International Retail Marketing, Elsevier: New Delhi.
5. Ogden, R. J., and Ogden, T. D., Integrated Retail Management (Indian Adaption), Wiley Pvt Ltd: New Delhi.
6. Chetan, B., Tuli, R., and Srivastava, N., Retail Management. Oxford   University Press.

w.e.f. Academic Year 2019-20 and onwards