

Subject Detail

RETAIL ENVIRONMENT

UNIT - I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation – Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT- II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT- III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT- IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT- V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy .

CUSTOMER RELATIONSHIP MANAGEMENT

UNIT- I

Overview of Relationship Marketing –Basis of Building Relationship – Types of Relationship Marketing – Customer Life Cycle.

UNIT- II

CRM – Overview and Evolution of The Concept – CRM and Relationship Marketing – CRM Strategy –Importance of Customer Divisibility In CRM –CRM and place in Business World.

UNIT- III

Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – The Core Beliefs – CRM in India.

UNIT- IV

Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Ecosystem – Vendor Selection – Implementation Strategy.

UNIT -V

Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices In Marketing Technology – Indian Scenario.

RETAIL ADVERTISING AND SALES PROMOTION

UNIT- I

Advertising in retailing: Advertising principles-steps in planning a retail advertising campaign-advertising for the retail store.

UNIT- II

Media and copy decisions: Media objectives-planning and budgeting-advertising evaluation-creating and producing copy-copy testing.

UNIT- III

Retail promotional strategy: Promotional objectives, promotional budget, selecting the promotional mix, implementing the promotional mix.

UNIT-IV

Management of sales promotion: Role of sales promotion-types of sales promotion evaluating sales promotion.

UNIT- V

Personal selling and publicity: Publicity and special events-role of personal selling in retailing-process in personal selling.

RETAIL SUPPLY CHAIN MANAGEMENT

UNIT- I

Supply chain management-meaning, definition, need and evolution-traditional and modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

UNIT -II

Operations management in SCM: Type of manufacturing systems-lean manufacturing -mass customization - outsourcing-service operations management - managing supply and demand.

UNIT- III

Procurement for supply chain: Type of purchases-inventory models-inventory counting systems-universal bar code-materials requirement planning-just in time and vendor management inventory.

UNIT-IV

Logistics management: Elements of logistics management-supply chain integration innovations in SCM-retail logistics-distribution management and strategies-transportation management- are housing and warehouse management systems-packaging for logistics third party logistics-GPS and GIS technologies.

UNIT- V

Global issues in SCM: Forces behind globalization-world class SCM-world class demand management (WCDM)-world class logistics management (WCLM).

MERCHANDISING MANAGEMENT

UNIT- I

Merchandising – meaning – concept – factors affecting merchandising function – merchandise manager-functions – merchandise hierarchy – merchandise mix – components of merchandise management – merchandise strategies

Unit- II

Merchandise planning-steps involved – merchandise control – the open to buy – assortment planning – steps involved – merchandising stages- merchandise budgets and forecasting

UNIT- III

Merchandise buying – types of buying – sources of supply-identifying and contracting – evaluating sources – branding strategies – category management – components of category management – category management and business process – role of category captain.

UNIT-IV

Merchandise performance – retail pricing – elements – merchandise allocation – analyzing merchandise performance – methods – integrating dollar and unit concept – gross margin return on investment – mark ups and downs – shrinkage in retail management.

UNIT-V

Visual merchandising – types of display – display planning – characteristics of effective display – selling power of display – methods of display – window display and interior display – space management – planning layout.