

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –5 (Credit -4)
RETAIL MARKETING MANAGEMENT

S.N	Unit	Writers Name and Contact No.
1	Introduction to Retailing • Introduction • Definition, Nature, and extent of retailing • Functions of Retailing; the contribution it makes to economic growth • Difference between organized and unorganized retail. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
2	Evolution of Retailing • Introduction • Evolution of retailing internationally and in India • Traditional retail structures • New retail structures and trends in retail development. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
3	Retail Structures • Introduction • Supermarkets • grocery markets • Department stores • specialty shops • Non-store retailing and franchising. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
4	Retail Environment • Introduction • Retail regulations • The retail industry's competitive advantage • Economic, social, technological, and legal elements. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	

5	Consumer Behaviour in Retail marketing • Introduction • Retail purchasing habits • variables affecting retail choices • Reasons for shopping • Consumer loyalty and satisfaction. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
6	Retail market Positioning, Targeting, and Segmentation • Introduction • Retail market segmentation grounds • Target market selection • Positioning techniques in retail market • Retail branding. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
7	Retail Market Strategy and Planning • Introduction • Retail strategy formulation • Retail business models • Growth strategies in retail market • Retail planning process. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
8	Retail Store Location and Layout • Introduction • The significance of business area analysis • Layout of stores variations • Store environment, and location choosing specifications. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
9	Visual merchandise management • Introduction • Visual Merchandise planning • purchasing and sourcing • Category management • Private labels and visual merchandising concepts. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	

10	Retail Pricing Strategies • Introduction • Price reductions • Discounts • pricing psychology • Retail pricing goals • pricing strategies • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
11	Retail Promotion and Visual Merchandising • Introduction • In-store promotions • Visual merchandising strategies • Advertising and sales promotion and retail promotion mix. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
12	Supply chain and inventory management • Introduction • Supply Chain and Inventory Management technology • Transportation and distribution • The retail supply chain • Inventory management strategies. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
13	Retail Operations and Management • Introduction • Retail operations • Security and prevention of loss • Retailing HR management • Consumer service management. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	
14	E-Retailing and current issues • Introduction • Indian retail case studies • Mobile shopping • Foreign direct investment in retail • E-commerce • Retailing across channels and environmental sustainability. • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.)	