

## **Retail Managerial Skills**

**Paper I : Marketing Management**

**Paper II : Retail Management**

**Paper III : Services Marketing**

**Paper IV : Field Work and Project Report**

## **Paper I: Marketing Management**

Course Code:

Paper Code:

Course Title: Marketing Management

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Marketing.

### **Details**

- I. Marketing Management- Concept, Importance, Scope, Marketing Process; Marketing Environment.
- II. Product Planning: Product Policy Decision; Brands and Trade Marks; Packaging.
- III. Pricing: Factors to be considered in Pricing; Pricing objectives and Strategy.
- IV. Channels of Distribution; Types of Channels; Evaluating the Major Channel Alternatives.
- V. Advertising and Sales Promotion; Advertising Programmes; Sales Promotion- Tools and Techniques.

### **Books Recommended**

- I. Kotler and Keller: Marketing Management, Person Publication.
- II. Stanton, Etuland: Fundamentals of Marketing, Tat Mchraur Hill.
- III. Ramaswami and Namakumari: Marketing Management in India, Mc Millan.
- IV. Kothari, Mehta and Sharma: Marketing Management, Ramesh Book Depot.

## **Paper II: Retail Management**

Course Code:

Paper Code:

Course Title: Retail Management

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Retailing.

### **Details**

- I. Introduction to Retail: Role, Relevance and Trends; Benefits, Enablers and Challenger; Types of Retail Outlets- Organized and unorganized.
- II. Product and Merchandise Management; Merchandise Procurement; Merchandise Forecasting; Budgeting.
- III. Store Layout, Location Atmosphere and Space Management; Retail Market Segmentation; Retail Store Operation.
- IV. Retail Pricing; Retail Promotion Strategy; Retail Selling; Communication and Consumer Handling; Stock and Inventory Management.
- V. Recent Trends; Retail Strategy and FDI; Impact and Execution of FDI in Retail; Problems and Prospects of Retailing in India.

### **Book Recommended**

1. Gibson G. Vedamani: Retail Management, Jaico Publishing House.
2. Bajaj, Tuli and Shrivastava: Retail Management.
3. Gourav Ghosal: Retail Management.
4. S.C. Bhatia: Retail Management.
5. Sudershan, Prakash and Sharma: Retail Management.

## **Paper III: Services Marketing**

Course Code:

Paper Code:

Course Title: Services Marketing

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Services Marketing.

### **Details**

- I. Introduction- Concept of Services Marketing; Significance of Services Marketing; Emerging Key Services, Need of Services.
- II. Marketing Mix in Services Marketing: Product Mix, Promotion Mix, Price Mix, Place Mix, People, Process and Physical Evidence; Total Quality Management; Service Quality.
- III. Bank Marketing: Concept of Bank Marketing; Need of Marketing the Banking Services; Marketing Mix for Banking Services; Tourism Marketing: Concept of Tourism Marketing; Benefits of Tourism Marketing.
- IV. Insurance Marketing: Concept of Insurance Service Marketing; Use of Insurance Services; Market Segmentation; Marketing Mix for Insurance Organizations.
- V. Marketing of Education Service; Marketing Mix; Market Segment; Challenges & Service Marketing; Future of Services Marketing in India.

### **Book Recommended**

1. Zeithamal: Services Marketing, Mchraur-Hill Education India Pvt. Ltd.
2. Govind Apte: Services Marketing, Oxford University Press.
3. Harsh V. Verma: Service Marketing- Tent and Cases, Person.
4. Mehta, Khivasara: Marketing of Service, RBD.
5. Ravi Shankar: Services Marketing- The Indian Perspective, Excel Book.

### **Paper III: Field Work and Project Report**

Course Code:

Paper Code:

Course Title: Field Work and Project Report

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Field Work and Project Report.