

Sardar Patel University

Programme: B.COM.

Semester: VI

Syllabus with effect from: December, 2020

Course Code: UB06DCOM31	Total Credit: 3
Course Title: Business Management – XI (Retail Marketing – I)	

Unit	Description in detail	Weightage (%)
1	Introduction Introduction, Definition, Characteristics of retailing, functions & activities, categorizing retailers, International Retailing	25%
2	Classification of Retailing Introduction, Classification of Retail units, Variety of Merchandise Mix, Method of Customer Interaction, Traditional & Modern Retail Format, Retailing in Rural India.	25%
3	Retail Location Strategy Introduction, Importance, Factors determining location, types of retail location, Types of Consumer Goods and Location Decision, site selection analysis.	25%
4.	Market Segmentation in retail Introduction, Definition, Benefits of market segmentation, bases of market segmentation, market targeting – choosing the segment to focus, customer profile.	25%

Basic Text & Reference Book:

1. Retail Management by Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, oxford university press
2. Retail management by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education
3. Retail management by Swapna Pradhan, McGraw Hill Education
4. Managing retailing by Piyush Kumar Sinha & Dwarka Prasad Uniyar
5. Retailing Management by Barry Berman & Joel Evans
6. Retail management by Dr. Harit Singh
7. Retail Management by S A Chunawalla