

Sardar Patel University

Programme: BCOM

Semester: VI

Syllabus with effect from: December, 2020

Course Code: UM06DCOM32	Total Credit: 3
Course Title: Business Management – XII (Retail Marketing – II)	

Unit	Description in detail	Weightage (%)
1	Retail Customer & Decision Making Introduction, Consumer behaviour in retail, Factors affecting consumer decision making, Stages of Consumer Decision-Making Process, Consumer Decision Rules and Influence of Situational Variable on Shopping Behaviour.	25%
2	Retail Pricing Definition, External Influences on Retail Pricing Strategy, Retail Pricing Objectives, Retail Pricing – Approaches & Strategies, Pricing Strategies, Pricing Practices, Methods of setting retail prices.	25%
3	Customer Relationship Management in retailing Introduction, Evolution, CRM Strategies, Loyalty programmes - Bases, Requirements for a Loyalty Programme, Classification of Loyalty Programme	25%
4.	Retail Promotion Strategy Introduction, Selection of Promotion Mix, Advertising, Media Selection, Sales Promotion, Personnel Selling, Publicity	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