

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UB03ECOM05	Total Credit: 3
Title Of Paper: Retail Marketing	

Unit	Description in detail	Weighting (%)
1	Retailing Introduction Introduction to Retailing - Definition of Retailing - Retailing Formats [Modern Retail Formats, Traditional Retail Formats] - Growth of Retailing - Drivers of retailing - Trends of Retailing in India - Organized V/s Unorganized Retail.	25 %
2	Effective Retail Strategies Store Location - Factors affecting the Store Location - Retail Marketing segmentation - Strategic Planning in Retail - Inventory Management – Retail Pricing Objectives	25 %
3	Managing Retail Business Developing an Effective Integrated Marketing Communication Mix, Customers Service in Retailing, the Retail Environment: A Situation and Competitive Analysis.	25 %
4	Marketing Research in Retailing Introduction of Marketing Research – Overview of Marketing Research in Retailing - The marketing research process - Secondary and Primary Data Sources - the Retail Information System & Model	25 %

Basic Text & Reference Books

- Managing Retailing by Piyush Kumar Sinha and Dwarika Prasad Uniyal, Oxford Higher Education
- Retail Management by Barry Berman and Joel Evans. Maxwell MacMillan International Editions.
- Retail Management by Dr. Harjit Singh, S.Chand Publishers
- Retail management by Chetan Bajaj, Rajesh Tuli.

