

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: III
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-III		
Paper Code UB03DCOM75	Title of the Paper Retail Marketing	Total Credit 3
Course Objectives	To make student ready for Retail marketing by providing the knowledge in subject area	

Course Description		
Unit	Description	Weightage
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%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Learn about the Retailing concept • Manage the retail business • Learn about the process of marketing research in retailing • Get insights about effective retailing strategies

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Managing Retailing by Piyush Kumar Sinha and Dwarika Prasad Uniyal, Oxford Higher Education
2.	Retail Management by Barry Berman and Joel Evans. Maxwell MacMillan International Editions.
3.	Retail Management by Dr. Harjit Singh, S.Chand Publishers
4.	Retail management by Chetan Bajaj, Rajesh Tuli.
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/220	