

**SARDAR PATEL UNIVERSITY**  
**B. Com. (Honours) (3 Years)**  
**Specialization in International Accounting and Corporate Banking & Insurance**  
**Semester: III**  
**Syllabus with effect from: June 2016**

<b>Paper Code: UB03CCOH05</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Retail Marketing</b>	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Introduction to Retailing</b> <ul style="list-style-type: none"> <li>• Introduction and Objectives</li> <li>• Importance of retailing</li> <li>• Evolution of Retail Sector</li> <li>• Retail Environment</li> <li>• Consumer Behavior in Retail Context</li> <li>• Retailing and Market Segmentation</li> </ul>	<b>25%</b>
<b>2</b>	<b>Retail Institutions</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of Retailers</li> <li>• Structure and Nature of Retailing Channels</li> <li>• Trends in Retail Formats</li> </ul>	<b>25%</b>
<b>3</b>	<b>Retail Marketing Strategy</b> <ul style="list-style-type: none"> <li>• Retail Strategic Planning Process</li> <li>• Strategic Positioning</li> <li>• Competitive Advantage through effective HRM</li> </ul>	<b>25%</b>
<b>4</b>	<b>Retail Store Management</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Site selection, approaches to site selection</li> <li>• Factors influencing retailer's choice of location</li> <li>• Site selection analysis</li> <li>• Store layout</li> <li>• Store design</li> </ul>	<b>25%</b>

**Evaluation : Internal : 40 Marks (Theory)**  
**: External: 60 Marks (Theory) – Two Hours Examination**

**Reference Books:**