

SARDAR PATEL UNIVERSITY
B. Com. (Honours) (3 Years)
Specialization in International Accounting and Corporate Banking & Insurance
(Under Choice Based Credit System Based on UGC Guidelines)
Semester: III
Syllabus with effect from: June 2019

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| Paper Code: UB03CCOH24 | Total Credits:03 |
| Title of Paper: Retail Marketing | |

Objective: Retailing is booming. Especially in a highly populated country like India, retailing plays a crucial role. The very objective of considering Retailing and Retail Marketing in the academia is to make students familiar with the very current subject.

| Unit No. | Description in Detail | Weightage |
|----------|---|-----------|
| 1 | Introduction to Retailing <ul style="list-style-type: none"> • Introduction and Objectives • Importance of Retailing • Evolution of Retail Sector • Retail Marketing • Consumer Behaviour in Retail Context • Retailing and Market Segmentation | 25% |
| 2 | Retail Institutions <ul style="list-style-type: none"> • Introduction • Types of Retailers • Structure and Nature of Retailing Channels • Trends in Retail Formats | 25% |
| 3 | Retail Marketing Strategy <ul style="list-style-type: none"> • Retail Strategic Planning Process • Strategic Positioning • Competitive Advantage through effective HRM | 25% |
| 4 | Retail Store Management <ul style="list-style-type: none"> • Introduction • Site selection, approaches to site selection • Factors influencing retailer's choice of location • Site selection analysis • Store layout • Store design | 25% |

❖ **Evaluation:**

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

❖ **Reference Books:**

- Marketing Management by Philip Kotler
- Marketing Management by C.B.Gupta & N.Rajan Nair
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak