

**SARDAR PATEL UNIVERSITY**  
**Programme: - Bachelor of Vocation (Retail Management)**  
**Semester: I**  
**Title of the Paper - II Retail Marketing Management**

**Course Code - UR01BVSC02**

**Objective:** To understand the concept of Retail Marketing through introduction to the world of retailing, Types and Strategies of retailing and sales management

Unit	Title and Descriptions	Credit:4
<b>1</b>	<b>Introduction to Marketing :-</b> Introduction, Definition of Marketing, Nature, Scope Importance and Evolution of Marketing, Marketing as a Function, Marketing Management, Marketing Orientations and Concepts. Retail: definition, functions, consumerism, Global retail market – challenges – emergence of new markets; empowered consumer – rise of e-age; Retail as a career – buying and merchandising – marketing – store operations – visual merchandising; Evolution of retail formats; Theories of retail development.	50%
<b>2</b>	Introduction retail market Segmentation, Benefits, Segmenting, Targeting and Positioning, Criteria for effective market segmentation, Retail consumer: factors influencing retail shopper – customer decision making process – market research for setting up a retail store; Concept of franchising – evolution – types – advantages and disadvantages of franchising; Organisation structure in retail; Importance of store design – interior and exterior – types of lay out – visual merchandising	50%

**Reference Books:**

- “Retail Management” by Chetan Bajaj, Rajnish Tuli, Nidhi V Shrivastava(Oxfor Higher Education, New York, 2010)
- “Marketing Management” (Text and Cases in Indian Context) by Dr. K. Karunakaran (Himalaya Publishing House, New Delhi, 2012.)
- Swapana Pradhan- Retailing Management

