

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management				
Semester	V				Version	1.0.0.0				
Effective from the Academic Year		2026-27			Effective for the batch admitted in			July 2024		
Subject code	BMAR302		Subject Name		Retail Marketing Management					
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE		SEE	Total	
	L	TU	P	TW						
Credit	04	00	00	00	04	Theory		50	50	100
Hours	04	00	00	00	04	Practical		00	00	00
Pre-requisites:										
Basic acquaintance with the English Language and marketing management										
Course Objectives:										
The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of Retail Marketing Management.										
Course Outcomes:										
On successful completion of the course, the students will be able to:										
CO1	understand the evolution of retailing (and associated theories), the functions and economic importance of retailing, and the rise (and implications) of retail power.									
CO2	understand the nature of the Segmenting, Targeting, and Positioning strategies in the Retail Marketing Domain									
CO3	understand Retail Location Strategy, Product, and Merchandise Management in Retailing.									
CO4	understand Promotion Strategies and E-Retailing aspects									
Theory syllabus										
Unit	Content									Hrs
1	Introduction to Retail Market in India: Introduction, Emergence of Organized Retailing, Traditional Retail Formats, Modern Retail Formats in India, Retail Strategy with respect to Specific Product Categories, Vertical Marketing System in Indian Retailing, Challenges in Retail Business in India,									10
2	Retail Market Segmentation: Introduction, Market Segmentation, The Benefits of Marketing Segmentation, Segmenting, Targeting and Positioning, Criteria for Effective Marketing Segmentation, Kinds of Markets, Dimensions for Segmentation, Market Targeting - Choosing the Segments to Focus, Market Segmentation in India,									10
3	Retail Location Strategy: Importance of Location Decision, Levels of Location Decision and its Determining Factors, Types of Retail Location, Types of Consumer Goods and Location Decision, Retail Location Theories, Product and Merchandise Management: Product Management, Brand Management and Retailing, Merchandise Management, Model Stock Plan, Constraining Factors, Types of Suppliers, Criteria for the Selection of Suppliers, Category Management, Merchandise Management Planning in Various Retail Segments,									20
4	Promotion Strategies: Selection of Promotion Mix, Advertising, Media Selection, Sales Promotion, Personal Selling, Publicity, E-Retailing: Electronic Retailing Introduction, Types of Technology in Retailing, Role of IT in Business, Influencing Parameters for use of IT in Retailing, Efficiency in Operations, Effective Management of Online catalogues, Direct Retailing Methods, Database Management, Data warehousing, Critical Analysis of E Retailing Strategies,									20
Text Books:										
	"Retail Management" by Chetan Bajaj, Rajnish Tuli, Nidhi V Shrivastava(Oxford Higher Education, New York, 2010)									
Reference Books:										
	"Marketing Management" (Text and Cases in Indian Context) by Dr. K. Karunakaran (Himalaya Publishing House, New Delhi, 2012.) Swapana Pradhan- Retailing Management-Text and cases, Mc Graw Hill, 4 th edition. Arif Sheikh and Kaneez Fatima, Retail management, Himalaya publishing house,3 rd edition, 2011 David Gilbert, Retail Marketing Management,- Pearson Education, 1st Edition, 1999 Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi									

