

ELECTIVE- RETAIL MANAGEMENT  
**MARKETING CONCEPTS IN RETAIL MANAGEMENT**

Subject Code- RTM 2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

**OBJECTIVE :**

To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

**COURSE CONTENTS :**

**UNIT – I** Segmentation, Targeting, Positioning and consumer behaviour in retail marketing, pricing policies and techniques.

**UNIT – II** Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.

**UNIT – III** Supply chain management in retailing, management of service and quality in retailing.

**UNIT – IV** Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.

**UNIT – V** Customer relationship 'management in retailing, building and sustaining relationships in retailing, Servicing the retail customer.

**SCHEME OF EXAMINATION:**

Total Marks : (Internal 20, External 80) = 100 marks

**PATTERN FOR EXTERNAL EVALUATION:**

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

**SUGGESTED READING:**

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.