Objective: To acquaint students to the basic concepts of retailing and its application in current marketing scenario.

Unit I : Introduction (25 Marks-19 lectures)

Retail Life Cycle – Meaning and stages. Retail scenario in global and Indian context - including FDI in retail, multi-channel retailing.

Unit II : Retail Formats (25 Marks-19 lectures)

Retail Formats - Concept. Types of Retail Stores – on the basis of
a) Form of Ownership – (Independent retailer, chain retailer, franchising, lease departments, consumer co-operatives) (b) Merchandise Offered – (Convenience stores, Super markets, Hyper Markets, Specialty Stores, Department Stores, Off Price Retailers, Factory Outlets, Catalog Showrooms) (c) Non-Store Retailing – (Direct Selling, Mail Order, Telemarketing, Automated Vending).

Unit III : Store Location (25 Marks-18 lectures)

Meaning and importance of store location. Types of location – a) Free Standing (b) Part of Business District (c) Part of the shopping centre (d) Other Retail locations
Steps involved in choosing a retail location – 4 steps

Unit IV : Store Design and Layout (25 Marks-19 lectures)

Books for Study and Reference:

1. Retail Management – Text and Cases, Swapna Pradhan
2. Retailing Management – Michael Levy and Barton A Weiz
3. Retail Marketing Management - David Gilbert
   Pearson Education (Singapore) Ltd., Indian Branch 482, F.I.E., Patparganj, Delhi –92
4. Retailing - George H. Lucas, Robert Bush, Larry Gresham
   All India Publishers and Distributors, 920, Poonamalee High Road, Chennai – 84.