



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

RETAIL MARKETING (MK611)

Credit: Full (Three credits)

Session Duration: 60 Minutes

Term – VI
ACADEMIC YEAR: 2019-2020
PGDM-2018-2020

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| Course Instructor | Dr. Pravesh Kumar Padamwar |
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| Consulting hours | 9:30 am to 12:30 pm (subject to availability) |

Course Introduction:

The Indian retail sector is the topmost global destination. The changes in the FDI policy and the overall economic environment has enticed many Indian and global firms to reap advantages of this opportunity. It is the most dynamic and fast-growing industry in India where e-commerce growth, favorable demographics, and growing customer aspirations give a further push. It also poses a challenge for retailers to be competitive in providing better value to customers. The course has been designed to familiarize students with various elements of retailing management, the differential marketing approach for this sector, and key challenges in this sector.

Learning Outcomes:

| # | Learning Outcomes |
|-----|--|
| LO1 | Introduction to retailing management |
| LO2 | Understand Consumer behavior in retailing |
| LO3 | Appreciate strategic issues in retailing |
| LO4 | Understanding the role of operation management and technology in retailing |
| LO5 | Understand pricing and communication mix in retailing |
| LO6 | Understand store design and visual merchandising |

Pedagogy:

The course will help students develop an appreciation of Retailing Management through lectures, discussions, case analysis and videos.

Course readings:

Michael Levy, Barton Weitz and, Ajay Pandit (2012), Services Marketing – Retailing Management (8th Edition), McGraw Hill.

Barry Berman, Joel R Evans, Patrali Chatterjee, and Ritu Srivastava (2018), Retail Management (13th Edition), Pearson.

Evaluation criteria:

| Evaluation Component | Learning Outcomes | Weightage |
|----------------------|-------------------|-----------|
| Class participation | LO1-LO6 | 20 % |
| Quizzes | LO1-LO6 | 20 % |
| Term project | One of LO2-LO6 | 20 % |
| End-term exam | LO2-LO6 | 40 % |

Quizzes

There will be three or more quizzes. It could be announced or surprise quizzes. The question types of quizzes will be MCQ, fill in the blank, and/or true/false.

Term project

Identify a retailing company for your group. Study one or at most two concepts (e.g. pricing, supply chain or operation, visual merchandising) of the course.

You need to do it in groups. Each group would develop and write term project report. The report shall be of maximum **3000 words**, neatly typed. Relevant appendices may be attached (you may include pictures).

At the end of the course each group needs to present their project work. Presentations would be evaluated on the basis of content, structure, verbal communication and creativity in presenting the subject matter.

Session plan:

| # | Topic | Learning outcomes | Readings |
|----------|---------------------------------------|--------------------------|--|
| 1-6 | Introduction to Retailing Management | LO1, LO2 | Textbook – Michael Levy Ch.1, 2, 3, and 4. |
| 7-12 | Retailing Strategy: Location, Finance | LO3 | Textbook – Michael Levy Ch.5, 6, 7, and 8. <i>Case analysis #1-</i> BigBasket.com |
| 13-18 | Retailing Strategy: HR, Operation | LO3, LO4 | Textbook – Michael Levy Ch.9, 10, and 11. <i>Case analysis #2-</i> RFID at the METRO Group <i>Case analysis #3-</i> Jabong.com: Balancing the Demands of Customers and Suppliers |
| 19-24 | Merchandise Management: Pricing | LO4, LO5 | Textbook – Michael Levy Ch.12, 13, and 14. <i>Case analysis #4-</i> J.C. Penney's "Fair and Square" Pricing Strategy |

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|-------|---------------------------|-----|---|
| 25-30 | Visual Merchandising | LO6 | Textbook – Michael Levy Ch.15, and 16. Case analysis #5- Reed Supermarkets: A New Wave of Competitors |
| 31-32 | Term Project presentation | | |

Academic integrity:

Plagiarism- We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one’s own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.