



## 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: 2020-2021

PGDM-2019-2021

Course Instructor	Dr. Amit Shrivastava
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Consulting hours	2:30 pm – 4:30 pm (subject to availability)

### **Course Introduction:**

The Indian retail sector is the topmost global destination for visitors with a potential to spend. Recent development in terms of growing younger population, shopping as leisure and increasing disposable income are few of the drivers of retailing in India. This is further provided a fillip by favorable FDI policy in recent years. The adoption of westernized life-style by Indian house-holds and spending pattern on life-style goods have been instrumental and will continue to do so. 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 economy relevance to retail industry and retailing management, the differential marketing approach for this sector, and key challenges in this sector.

**Learning Outcomes:**

#	Learning Outcomes
LO1	Introduction to retail management
LO2	Understand Consumer behavior in retailing
LO3	Examine strategic issues in retailing
LO4	Understanding the role of operations 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 understanding of Retailing Management through lectures, discussions, case analysis and videos.

**Course readings:**

- A. Michael Levy, Barton Weitz and, Ajay Pandit (2012), Retailing Management (8th Edition), McGraw Hill.
- B. 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	LO2-LO6	20 %
Quizzes	LO1-LO6	20 %
Term project	One of LO2-LO6	20 %
End-term exam	LO2-LO6	40 %

### ***Class participation***

The instructor will record the participation score of the student session-wise and marks

will be accordingly allocated. The record will be maintained in hard copy.

### ***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
1-5	Introduction to Retailing Management	LO1, LO2	Textbook – Book A. Ch.1, 4, Book B Ch.1,7 Articles: Retail_2020_BCG Online_Private_Label_KPMG
6-8	Retailing Strategy: Retail, Finance	LO3	Textbook – Book A Ch.5, 6.
9-11	Retail Location Retail Site Location	LO3	Textbook – Book A Ch.7, 8. Book B. Ch.5
12	Case Discussion	LO3	<b>Case analysis #1-</b> BigBasket.com

13-16	Retailing Strategy: HR, Operation	LO3, LO4	Textbook – Book A Ch.9, 10, and 11.
17-19	Case Discussion	LO3,LO4	<i>Case analysis #2-</i> RFID at the METRO Group <i>Case analysis #3-</i> Jabong.com: Balancing the Demands of Customers and Suppliers
20-24	Merchandise Management: Pricing	LO4, LO5	Textbook – Book A Ch.12, 13, and 14. <i>Case analysis #4-</i> Nalli Silk Sarees (B)
25-27	Retail Communication Mix	LO4,LO5	Book A Ch.15 Book B. Ch. 18,19
28-29	Visual Merchandising	LO6	Textbook – Book A Ch.16. Textbook – Book B. Ch. 14,15
30-32	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.