

MKM 205: Retail Management

Credits: 3

Lecture Hours: 48

Course Objective

This course aims to provide knowledge and skills to students in the area of retail marketing management required specially for the big retail institutions.

Course Description

This course contains introduction, consumer behavior and retail operation, the management of service and quality in retailing, retail marketing mix, the retail product and retail brand, merchandise management, retail pricing, retail communication and promotion, retail distribution and supply chain management, consumerism and ethic in retailing.

Course Details

Unit 1: Introduction

LH 6

Concept of retailing, characteristics of retailing. Types of retailers. Growing importance of retail industry. Dynamism in retailing: environmental theory, cyclical theories, and conflict theory. Retailing and marketing – strategic approach to retail marketing;

Unit 2: Consumer Behavior and Retail Operations

LH 6

Consumer behavior in retail context- simple model of retail purchase, time taken to shop, buying roles buying decision process and its implications for retail management, influences on the consumption process: motivational forces, demographic factors, social class, family influence, psychographics, role of children, social influence

Unit 3: The Management of Service and Quality in Retailing

LH 5

Service components in retailing: tangible – intangible continuum, service quality management – Model of perceived serviced quality, quality gap model: the Gronroos model of perceived quality management and the Parasuraman, Zeithaml and Berry model, implementation of service management, growing emphasis on quality control, characteristics of retail quality, quality auditing system, service recovery in retail context.

Unit 4: Retail Marketing Mix, the Retail Product and Retail Brand

LH 8

Concept of retail marketing mix, marketing mix for retail services, retail products and its break down, concept of retail brand, role of branding in retail business, retail brand positioning, brand loyalty, brand personality, consumers' concept of self image, brand proposition, managing brands over their life cycles, brand updating, brand extension

Unit 4: Merchandise Management**LH 5**

Merchandise management concept, methods of planning and calculating inventory levels, merchandiser skills and profile, category management, range planning, space allocation, merchandise assortment and support, negotiating the purchase

Unit 5: Retail Pricing**LH 4**

Concept of retail price, price sensitivity, factors affecting price sensitivity, approaches to retail pricing, pricing and the relationship to value, mark down policy consideration for retailers

Unit 6: Retail Communication and Promotion**LH 4**

Objectives of retail promotion, promotional budget approaches communication effects, advertising, sales promotion, retail marketing and loyalty schemes, design and implementation of relationship marketing scheme, s personal selling, public relations

Unit 7: Retail Distribution and Supply Chain Management**LH 4**

Channels and channel flows, supply channel, growth of channel relationship and partnership, distribution logistics and stock control, retail logistics: the cost structure; Retail marketing practices in Nepal;

Unit 8: Consumerism and Ethic in Retailing**LH 6**

The different pressures for a company to be socially responsible, criticism of marketing activities, product misuse and safety issues, green issues, acceptability of societal marketing approach, corporate social responsibility; Retailing and Consumer protection in Nepal; International retailing: process, patterns and challenges;

Recommended Book

- Bajaj, C., Tuli, R., & Srivastava, N. V. (2012). *Retail Management*. New Delhi: Oxford University Press.
- Berman, B. R. (2010). *Retail Management: A Strategic Approach*. New Delhi: Pearson Education, Prentice Hall of India Limited.
- Gilbert, D. (2012). *Retail Marketing Management*. New Delhi: Pearson Education, Prentice Hall of India Limited.
- Levy, M., Weitz, B. A., & Pandit, A. (2011). *Retailing Management*. New Delhi: Tata McGraw Hill Education Private Limited.
- Singh, Harjit (Dr), *Retail Management: A Global Perspective; Test and Cases*, S. Chand & CompanyLtd, New Delhi.