

LESSON PLAN

Subject: EL 15 MK 505: MARKETING MANAGEMENT

Lecture hours: 60

Objective:

- To provide insights on retail and logistics management,
- To enable students to become good retail planners and decision makers.
- Provides the learner with an overview of the retail industry, concepts and process and an opportunity to understand the areas of accountability for a Retail Manager

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/learning confirmation
UNIT I	Introduction Retailing and economic significance- Functions of a retailer -Types of retailers – Trends in retailing – International Retailing – Retailing as a career – Retail Management Decision Process - Service Retailing	6Hrs		
1.	Retailing and economic significance	1	Lecture	Question and Answer
2.	Functions of a retailer	1	Lecture	Question and Answer
3.	Types of retailers	1	Lecture	Question and Answer
4.	Trends in retailing – International Retailing	1	Illustrations	Illustrations
5.	Retailing as a career – - Service Retailing	1	Lecture	Question and Answer
6	Retail Management Decision Process	1	Lecture	Question and Answer

UNIT II	Retailing Environment Theories of Retail Change: Theory of Natural Selection in retailing, Theory of Wheel of retailing, General-Specific-General Cycle or Accordion Theory, Retail Life Cycle Theory- - Multi channel retailing – Retail Aggregators Business Model – Phases of growth of retail markets – Retail Mix – BCG Matrix	10		
8	Theories of Retail Change:	1	Lecture	Question and Answer
9	Theory of Natural Selection in retailing,	1	Illustrations	Illustrations
10	Theory of Wheel of retailing,	1	Lecture	Illustrations
11	General-Specific-General Cycle or Accordion Theory,	1	Illustrations	Illustrations
12	Retail Life Cycle Theory	1	Flipclass room	Illustrations
13	Multi channel retailing	1	Lecture	Question and Answer
14	Contd..	1	Lecture	Question and Answer
15	Retail Aggregators Business Model	1	Illustrations	Illustrations
16	Phases of growth of retail markets –	1	Lecture	Question and Answer
17	Retail Mix – BCG Matrix	1	Activity	Activity
UNIT III	Store Loyalty Management and Retail Location Types of customers – Variables influencing store loyalty – Store loyalty models – Influencing customers through visual merchandising – Value added through private labels – Retail location strategy- Importance of location decision – Retail location research and techniques – Types of retail locations	14		

24	Types of customers - Variables influencing store loyalty	2	Illustrations	Illustrations
25	Store loyalty models - Influencing customers through visual merchandising	2	Illustrations	Illustrations
26	Value added through private labels	2	Illustrations	Illustrations
27	Retail location strategy	2		
28	Importance of location decision - Retail location research and techniques -	4	Illustrations	Illustrations
29	Types of retail locations	2	Lecture	Question and Answer
UNIT IV	Merchandise Management Meaning - Roles and responsibilities of the merchandiser and the buyer - Function of Buying for different types of Organizations - Process of Merchandise Planning - Merchandise Sourcing - Methods of procuring merchandise - Concept of private label - Retail Pricing policies	10		
32	Meaning - Roles and responsibilities of the merchandiser and the buyer	2	Lecture	Question and Answer
33	Function of Buying for different types of Organizations	2	CASE Study Discussion.	Question and Answer
34	Process of Merchandise Planning - Merchandise Sourcing	2	Lecture	Question and Answer
35	Methods of procuring merchandise - Concept of private label - Retail Pricing policies	4	Illustrations	Illustrations

UNITV	Category Management Meaning - Definition of Category Management - Components of Category Management - Category Management Business process - Category Definition - Defining the Category Role- Destination Category, Routine Category, Seasonal Category, Convenience Category - Category Assessment - Category Performance Measures - Category Strategies - Category Tactics - Category Plan implementation - Category Review	10		
43	Meaning - Definition of Category Management - Components of Category Management	1	Lecture	Question and Answer
44	Category Management Business process - Category Definition	1	Lecture	Question and Answer
45	Defining the Category Role-Destination Category	1	Activity	Activity
46	Routine Category, Seasonal Category, Convenience Category	2	Lecture	Question and Answer
47	Category Assessment - Category Performance Measures	2	Lecture	Question and Answer
48	Category Strategies - Category Tactics -	1	Lecture	Question and Answer
49	Category Plan implementation - Category Review.	2	Illustrations	Illustrations
UNIT 6	Logistics Management Meaning of Supply Chain Management - Role of Market Logistics - Function and Importance of Market Logistics - Market Logistic Objectives - Integrated Logistics Systems - Market Logistics Decisions	10	Lecture	Question and Answer
55	Meaning of Supply Chain Management -	2	Activity	Activity
56	Role of Market Logistics - Function and Importance of Market Logistics -	3	Lecture	Question and Answer
57	Market Logistic Objectives - Integrated Logistics Systems -	3	Lecture	Question and Answer

58	Market Logistics Decisions with case studies	2	Lecture	Question and Answer
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Skill Development: (These activities are only indicative, the Faculty member can innovate)

1. To collect information regarding some of the major retail brand names in the world.
2. To study the advantages and disadvantages in the retail sector.
3. To study the role of malls in retail marketing.
4. A report to be made on industries directly dependent on different modes of transport systems in India.
5. Changes in retail chain management.

Books for Reference:

- *Coughlem: Marketing Channels.*
- *Gilbert Pearson: Retail Marketing Education Asia 2001.*
- *Micheal Levy & Barton AWeitz: Retailing Management, McGraw*
- *Patrick M Dunne: Robert F Lusch: Retail Management Hill Publications.*
- *Suja Nair: Retail Management, Himalaya Publishing House.*
- *W. Stern, E L. Ansary, T. Ooughlan: Marketing Channels, 6th Edition PHI New Delhi, 2001.*

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Approved By: