



**MEASI INSTITUTE OF MANAGEMENT
CHENNAI-14**

Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified
Institute

LESSON PLAN

Name of the Course	Retail Marketing	Lecture	2
Type of the Course	Elective - Marketing	Theory	1
Course Code	PMF19	Practical	0
Semester	III/IV	Seminar	1
Maximum Hours	45	Credits	3

Unit. No.	Details	Teaching type	Level	Method	Hours
Unit I	Retailing - Definition, scope and importance in the globalized era, organized and unorganized retailing, emerging trends in retailing - etailing, mega shopping malls, the modern retail store.	Understanding	L2	Lecture	5
	Major types of Retail Organizations - corporate chains, voluntary chains, retail cooperatives, franchise organizations and merchandizing conglomerates / retail store types / retail classification of stores, restaurants and service providing offices.	Understanding	L2	Lecture	5
Unit II	The Retail Store - Retail stores management / Roles and 9 responsibilities of retail store managers / Human resource management - recruiting, hiring, training and development, performance management, payroll, work place scheduling / Store business operations - materials management, coordination with purchase department / finance and accounts / Problem solving / Safety and security.	Understanding	L2	Lecture	3
	Store Essentials - Classification of grocery items / Store Essentials - Location / Store designs / Display accessories / Store atmospherics / Developing own brands / The power of mega retailers over manufacturers / Dimension attributes and its components that affect retail	Understanding	L2	Lecture	5



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	outlet selection.				
Unit III	Visual merchandizing components – merchandize as focal point, choice of colours, display themes, display to complement store strategy, spotless cleanliness, frequent change of displays and essentials of good display, lighting / special display kinds – window, marquee, freestanding or island, counter, brand corner, end cap cascade or waterfall displays / Store Exterior – façade, details, texture	Memory Level	L1	Activity	5
	Store Aids – Gadgets that aid retailing – barcode readers, credit card swipe machines, money counters, counterfeit detectors, cash register, coin counter, bill strapping machine, money vacuum sealing machine. Graphics and Signage / Props / POP's / Planogram.	Memory Level	L2	Activity	2
Unit IV	Retail strategies – Supply chain management – managing material, information and financial flows / critical success factors / drivers, elements and goals / basic retail strategies – low price high turnover, discounted prices across all categories, lifestyle goods value price / exclusive goods premium price strategy / retail formatting / retail mix / building customer loyalty / customer relationship management.	Memory Level	L1	Activity	5
	Retail Consumer Behavior – Difference between consumer and shopper / Frugal, impulsive, compulsive and tightwad buyers / Sub classification of shopping orientation / Catering to service consumers – gaps model for improving retail service quality / retail research.	Memory level	L1	Activity	5
Unit V	Retail Strategies for Global Growth – Building sustainable global competitive advantage, adapting to local customs and culture, adopting global culture and practices				5
	Different entry strategies – direct investment, joint venture, forming strategic alliances and franchising. Online shopping – different formats, retail convergence.	Understanding	L2	Lecture	5
TOTAL HOURS					45



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Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method

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