

Fashion Design Department		
Session 2024-25 (4th Semester)		
Subject: AMQC		Load: 2
Week	Lectures	Topic
1	1	UNIT I Retailing- Overview, Evolution of retail,
	2	functions of retailer, Retail market channel,
2	3	Classification of Retailing formats- Owner based retailing, Merchandise based retailing,
	4	Non store or Direct retailing, Service based retailing, Retail versus Wholesale.
3	5	UNIT II Retail Terminology- Cost price, Selling Price, Profit, Consumerism, Consumption,
	6	Customer satisfaction, Distribution, Empowered Consumer
4	7	Inventory shrinkage, Logistic, Markdown, Mark ups, Procurement, SCM
	8	Wholesale, Broker, Vendor.
5	9	1 st Sessional
	10	1 st Sessional
6	11	UNIT III Introduction to Retail Organizations- Department store, Discount store,
	12	Specialty store, Chain store, Super market, Hyper market
7	13	warehouse retailing, Party plan, Destination store,
	14	Direct retailing, E-retailing.
8	15	Reinforcement of concepts
	16	Reinforcement of concepts
9	17	2nd Sessional
	18	2nd Sessional
10	19	UNIT IV Understanding Retail Consumer-
	20	Consumer versus Customer, Identifying a customer
11	21	Customer's buying behavior pattern, Factor influencing retail consumer
	22	consumer's decision making process.
12	23	UNIT V Retail Marketing- Visual Merchandising, Retail Advertising, Sales Promotion
	24	Customer relationship management, Elements of Retail marketing mix
13	25	Retail communication.
	26	Reinforcement of concepts
14	27	3rd Sessional
	28	3rd Sessional
15	29	Reinforcement of concepts
	30	Reinforcement of concepts
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