

Business Management Department
Session 2024-2025 (Sem-IV)

Subject: Retail management

Load: L-3, P-2

Month	Week	Lectures	Topic
Jan	1	1	Introduction to the topic Retailing
		2	Definition, Scope and Importance of Retailing
		3	Importance of Retailing
		4	Meaning and evolution of Retail
		5	Types of Retailing
	2	1	Types of Retailing
		2	Various function performed by Retailing
		3	Various function performed by Retailing
		4	Concept of Retail Marketing Mix
		5	Concept of Retail Marketing Mix
Feb	3	1	Revision
		2	Revision
		3	Retailing Meaning and features
		4	Process of retail Selling
		5	Process of retail Selling
	4	1	retail life cycle Meaning
		2	Stages in retail life cycle
		3	Stages in Retail life cycle
		4	Revision
	5	1	Sessional
		2	Sessional
		3	Sessional
		4	Retailier Concept and Meaning
		5	Retailers characteristics
	6	1	Retailing Formates
		2	Classification of Retailing Formates
		3	Classification of Retailing Formates
		4	Concept of product retailing
March	7	1	retail and Wholesale
		2	Meaning of Retail Pricing
		3	Pricing strategies
		4	Pricing strategies
		5	Consideration in setting Retail prices
	8	1	Consideration in setting Retail prices
		2	Princing techniques for Increasing sales & profits
		3	Princing techniques for Increasing sales & profits
		4	Revision
	9	1	Sessional
		2	Sessional
		3	Sessional
		4	Retail Communication Mix
		5	Retail Communication Mix
	10	1	Programs to develop and build customer loyalty
		2	Programs to develop and build customer loyalty
		3	Programs to develop and build customer loyalty

		4	Various function performed by Retailing
		5	Drives of Retail development Indus
April	11	1	Drives of Retail development Indus
		2	Challenges in Retail development in Indus
		3	Challenges in Retail development in Indus
		4	Challenges in Retail development in Indus
	12	1	Carrer opportunity in Retail
		2	Carrer opportunity in Retail
		3	Carrer opportunity in Retail
		4	Carrer opportunity in Retail
	13	1	Problem solving
		2	Revision
		3	Revision
		4	Revision
	14	1	Sessional
		2	sessional
		3	sessional
		4	problem solving
		5	problem solving
May	15	1	Revision
		2	Revision

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