

B.Com. (H): Semester-V
DSE

BCM551: SERVICE & RETAIL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test –12Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

The course aims to demonstrate an in-depth understanding of retail and services-management as well as non-store retailing. Learn how retailing works and the factors that influence its success. Understand how to create a shopping experience that builds customer loyalty.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: Understand the key concepts and principles of services & retail marketing.
- CO2: Explain how the unique characteristics of service products impact on design and execution of marketing strategies for services.
- CO3: Understand how different elements of the services and retail marketing mix can be used to address a range of marketing issues facing services and retail.
- CO4: Analyse the functions of retail business and various retail formats and retail channels
- CO5: Analyze the characteristics of a retail trading area
- CO6: Develop the customer experience strategies for retail organisation.

Unit I: Introduction to Services

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, characteristics of services, concept of service marketing triangle, service marketing mix.

Unit II: Consumer behaviour in services

Service Models- Service quality Gap Model, Gronross Model of service quality, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service

Unit III: Retailing Fundamentals

Definition and Concept, Retail Mix, Retail formats, Building and Sustaining Relationship, Retailing Scenario, FDI in Retail, Retail Formats – Non-Store Retailing - Retail Mix

Unit IV: Retailing Geodemographic Techniques

Trading Area Analysis: Retail Locations Types, Location Decision Process, Locational Positioning; Location Assessment Techniques; Demand Estimation Techniques :Huff's Gravity Theory, Saturation Theory, Buying Power Index

Unit V: Retail Layout

Store Designs and Layouts: Exterior Design Decisions – Interior Design Decisions -General Rules of Customer Traffic – Types of Layouts (Counter Store, Forced Path, Grid, Free Form, Boutique, Star, Arena and Combined Layouts) - Store Merchandising and Atmosphere: Theory of Eyelevel Buy level – Merchandize Presentation Techniques. Mehrabian-Russell Model – Drivers of Behaviour (Arousal, Pleasure and Dominance) – Sensory Marketing Techniques in Retail Industry

Suggested Readings

- Hoffman, K. D. J. & Bateson, E.G. (2003), Essential of Service Marketing: Concepts Strategies and Cases, Thomson South Western.
- Barry Berman & Joel R. Evans: Retail Management: A Strategic Approach, PHI, 2007, 11th Ed.
- David Gilbert: Retailing Marketing, Prentice Hall - Pearson Education 2007, 2nd Ed.
- Gibson G. Vedamani: Retail Management, Jaico Publishing House 2004, 9th Ed.
- Michael Levy, Barton A. Weitz & Ajay Pandit: Retailing Management, TMH 2008, 2nd Ed.
- Bajaj C; Tuli R., Srivastava N.V. (2005), Retail Management, Oxford University Press, Delhi.
- Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc
- Swapna Pradhan: Retailing Management-TMH 2009, 3rd Ed.

Note: Latest edition of readings may be used.

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