

## MBA 342: PRICING AND BRANDING

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

### Course Objectives:

- To give a detailed overview of Pricing in the Retail Industry in India.
- To familiarize the students with the practices related to pricing and branding.
- Making the students understand the importance of pricing in retailing.
- To make them aware about methods and strategies of branding.
- Describing in detail the various pricing strategies.
- To discuss various implications of in effective pricing methods and strategies.

### Unit-1

Pricing Policies Concept and Strategies, Factors influencing Pricing, Mark ups and Mark downs, Price Awareness, Price Sensitivity, Cost and Price decisions.

### Unit-2

Differential Pricing, Promotional Pricing, Pricing and PLC, Product Line Pricing, Transfer Pricing, Bundle Pricing, Retail Pricing: A Deep Cut Strategy, an Alternative Strategy, Charm Prices, Trading Stamps

### Unit-3

Price Management and Psychology, Vertical Price Management, Bait and Switch Pricing, Retail Price Management: Pricing of Individual Items, Price Management and Cross-Product Effects, Price Promotions in Retail, The Role of Price Image of stores.

### Unit-4

Retail Positioning and Branding, Role of Retail Brands, Store Brands, Positioning and Proposition of a Brand, Counterfeit or Copy Cat Brands, Corporate Branding, Brand Extension

### Text and Reference Books

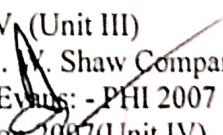
1. Pricing - F. Livesey: The Macmillan Press Ltd. (Unit I & II)
2. Price Management - Hermann Simon: Elsevier Science Publisher B.V. (Unit III)
3. Retail Store Management Problems Donald Kirk David, M.B.A.: - A. V. Shaw Company
4. Retail Management: A Strategic Approach Barry Berman & Joel R. Evans: - PHI 2007
5. Retailing Marketing David Gilbert, , Prentice Hall - Pearson Education 2007 (Unit IV)



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1. Globalization of Business- Practice and Theory: Abbas J Ali, Jaico Publishing House, 2003, 2<sup>nd</sup> Ed.
2. International Retailing Nicolas Alexander: Blackwell Business Publishers Ltd, 1997, 2<sup>nd</sup> Ed.
3. International Retailing S.L. Gupta & Arun Mittal: Excell Books, 2010, 1<sup>st</sup> Ed.
4. Principles of Retail Management Rosemary Varley & Mohammed Rafiq: Macmillan 2005, 2<sup>nd</sup> Ed.
5. Retail Management - A Strategic Approach-Barry Berman & Joel R. Evans: PHI, 2007, 11<sup>th</sup> Ed.
6. Retailing Marketing, David Gilbert: Prentice Hall - Pearson Education 2007, 2<sup>nd</sup> Ed.
7. Retail Management - Gibson G. Vedamani: Jaico Publishing House 2004, 9<sup>th</sup> Ed.
8. Retailing Management- Michael Levy, Barton A. Weitz & Ajay Pandit, TMH 2008, 2<sup>nd</sup> Ed.


**Course Outcomes:**

- *Identify the key concepts and issues pertaining to retail environment of firms and their retail marketing strategies including store composition, location, target customers, merchandise management, human resource and logistical needs.*
- *Analyze retail opportunities or problems globally using trading area analysis, site selection procedures, merchandise management & planning and marketing research techniques.*
- *Apply adaptations to the marketing mix to meet the needs of retail management. Design the retail business in various sectors.*
- *Identify the various back-end aspects of retail business.*

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

  
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