

Retail Management	
Unit 1	Introduction to the world of Retailing and Emerging Scenario (Elements of Retail Mix)
Unit 2	Formats of retailers: Store Based
Unit 3	Non-Store Based Retailing / Online Retailing: Retail Channels, Multi-channel, and Omni-channel retailing
Unit 4	Retail Branding & Communication Mix, Private Label Brands, Customer Experience
Unit 5	Understanding and analyzing the Retail Consumer Behavior Understanding Shopper Behavior in the store, In-store technologies for shopper insights, In-store tracking, smartphone apps, beacons, and predictive analytics, Influencing shopper decisions in the store
Unit 6	Retail Strategic Planning, Retail Pricing: Considerations in setting retail prices, Platform Retail Strategy <ul style="list-style-type: none"> • Formats and Business Models • Enabling Platform strategy • Value co creation • Dynamics
Unit 7	Retail Location Decision, Selecting the Retail store location. Omni channel Retail Strategy <ul style="list-style-type: none"> • Formats and Business Models • Enabling Omni Chanel strategy Omni channel Customer <ul style="list-style-type: none"> • Path to purchase across channels • Moments of truth • Shopping funnel • Influencing shoppers
Unit 8	Category Management, Eight Steps to Category Management, Collaborative planning of Brands and Retailers, Category Captainship
Unit 9	Merchandise Planning & Buying, Store Layout & Visual Merchandising, Planograms, Visual Merchandising and in-store atmospherics, Hotspots and cold spots, Promotions
Unit 10	E- Tailing in India New age technology in retailing FDI in Retailing: Regulations and Opportunities Retail 3.0: Future of Retail, Green Retailing, Online to Offline (O2O) Convergence

References

Text Books	Michael Levy, Barton A Weitz, Ajay Pandit – 8th ed., Retailing Management. New Delhi: McGraw Companies
------------	--

Note:-

If any aspirant has any observation with regard to syllabus, he/she may write mail on: dr.jkpsc@gmail.com