

CIRCULAR :-

The Principals of the affiliated Colleges in Commerce are hereby informed that the proposal made by the Dean, Faculty of Commerce has been accepted by the Academic Council at its meeting held on 7th August, 2009 vide item No.4.55 and subsequently approved by the Management Council at its meeting held on 21st August, 2009 vide item No.18 and that, in accordance therewith, the Certificate Course in Retail Marketing (Add-on-Course) has been introduced by the University from the academic year 2009-2010.

Further that in exercise of powers conferred upon the Management Council under Section 54(1) and 55(1) of the Maharashtra Universities Act, 1994, it has made **Ordinance 5879 and Regulations 8121, 8122, 8123, 8124, 8125, 8126 and 8127** including the scheme and syllabus relating to the Certificate Course in Retail Marketing (Add-on-Course) is as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010.

MUMBAI-400 032
18th December, 2009

PRIN. K. VENKATARAMANI
REGISTRAR

To,

The Principals of the affiliated colleges in Commerce.

A.C/4.55/07.08.2009
M.C./18/21.08.2009

No.UG/481-A of 2009, MUMBAI-400 032 18th December, 2009.

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Commerce,
- 2) The Controller of Examinations,
- 3) The Co-ordinator, University Computerization Center.


(D. H. KATE)
DEPUTY REGISTRAR
(U.G./P.G. Section)

Copy to :

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Personal Assistants to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative, Ratnagiri for information.

The controller of examinations (10 copies), the Finance and Accounts officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrollment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Affiliation Section (2 copies), the Professor-cum-Director, Institute of Distance and Open Learning, (10 copies) the Director, University Computer Center (IDE Building), Vidyanagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO). The Assistant Registrar, Academic Authorities Unit (2 copies), the Assistant Registrar, Administrative, Ratnagiri (2 copies). They are requested to

UNIVERSITY OF MUMBAI



Ordinances & Regulations,
and
Syllabus for the
Certificate Course
in
Retail Marketing
(Add-on course)

(Introduced from the academic year 2009-2010)

Enclosure to item No. 422
(A.C. 7/8/09)

UNIVERSITY OF MUMBAI

CERTIFICATE COURSE IN RETAIL MARKETING
(Add-on Course)

Retail Marketing course emphasizes on the role of retailing in the distribution of goods, particularly giving importance to the management of retailing including buying, selling, accounting, organization and legal considerations. Focus will be on consumer packaged goods, marketing analysis in main stream and retail venues.

This course provides the students with a comprehensive view of retailing and application of marketing concepts in practical retail managerial industry environment. Retailing concept is changing today and successful will know how to identify, adapt and plan with the changes without moving away from its core competencies. The course will investigate the changing role of e-commerce in retailing. We will also cover the major building blocks at retailing, such as site selection and display analysis.

Course project are designed to enable students to build career skills in retail anthropology, demographic analysis for site selection and identification of best practices for online retailers.

CERTIFICATE COURSE IN RETAIL MARKETING (Add-On Course)

05879 Eligibility

R8121 Duration

XII Pass

- Minimum 1 Year
- 20 Credits (6+6+8) (Total 300 Hours)

R8122 Fee

Rs.3,000/-

R8123 Seats

30 – 40 Students Per Batch

R8124 Paper-I

6 Credits (90 Hours) + Project 4 Credits (60 hours)

R8125 Paper-II

6 Credits (90 Hours) + Project 4 Credits (60 hours)

Pattern of Examination

Total Marks

250

Theory

Paper I : 75 Marks

Paper II : 75 Marks

Project

Report : 40 Marks

Presentation: 10 Marks

Each student will have 2 projects of 4 credits (60 hours) during the course per year. The student will prepare a report on the same. The report duly signed by the candidate and the supervisor under whom the work was carried out, will be submitted for evaluation by the examiner during the examination, during which the candidate will also make a presentation on the same.

Passing Criteria 40% Marks in Theory and Project

Students can be given Grades -

A Grade

Above 75%

B Grade

60 – 74%

C Grade

40 – 59%

Eligibility, No. of Seats, Distribution of Credits to theory, practical, projects, passing and grading criteria are according to the guidelines given by UGC in the XIth plan.

R8126 Infrastructure Requirement

- Classrooms and space for conducting lectures

Staff Requirement

1. A coordinator who will be responsible for the smooth conduct of the course. Co-ordinator of the course may be paid an Honorarium of Rs.5000/- per year out of the seed money.
2. An Assistant
3. Lectures can be conducted by the core faculty or visiting faculty having expertise in concerned field. Guest Faculty / Internal Faculty may be remunerated @Rs.250/- per lecture of 1 hr. duration.

R 8127 Paper Pattern and allocation of marks.

Theory Question Paper Pattern

Question 1	Conceptual Question / Objective type Question a – Explain the following terms any five (5 marks) b- True or False with reasons any five (10 marks)	15 Marks
Question 2	From Unit 1 (Answer any 2 from the following)	20 Marks
Question 3	From Unit 2 (Answer any 2 from the following)	20 Marks
Question 4	From Unit 1 and 2 Write short note (any four)	20 Marks
Total		75 Marks

Unit I

- a) **Marketing** -Meaning, features, importance, functions and services of marketing and types (08)
- b) **Introduction to Retail Marketing**
Introduction – Scope of retailing, role functions and importance, basic principles of good retailing, benefits of retailing. (08)
- c) **Evaluation of Retailing**
Factors affecting Indian retail industry, benefits – manufacturers, wholesalers, National economy. (05)
- d) **Building and sustaining relationship through customer value**
How can retailers create customer value? Customer complaints and does e-tailing correct some of the complaints? Or create new about customer complaints.
What is meant by buzzword relationship marketing? Life style marketing.
Which stores do you visit again and again? Why? How can retailers build relationships with their customers? Do consumers desire unique, personalized shopping? Or do they want to save time? What can be learn about custom service? (14)
- e) **Retail through shopping mall**
Retail Scenario at mini metro city. (10)

Unit II -

Types of Retailing

A. Store based retailers

- a) **Ownership** – (i) Independent stores (ii) Chain shop (iii) Franchise stores (iv) Leased departmental stores (v) Vertical marketing system (vi) Consumer Cooperative marketing (Advantages and services offered by them).
- b) **Strategy mix** – (i) Food oriental retailer (ii) Convenience stores (iii) Conventional super market (iv) Food based super market (v) Combination stores (vi) Box stores (vii) Warehouse stores (meaning, advantages and uses)
- c) **General Merchandise Retailer** – (i) Specialty store (ii) Variety store (iii) Departmental store (iv) Off Price Retailer (v) Membership club (Advantages and services offered)
- d) **Service** – Goods retail mix – meaning, advantages (25)

B. Non-store based Retailers

- a) **Traditional** – (i) Direct marketing (ii) Direct selling (iii) Vending machine (iv) Catalogue marketing (v) T.V. home shopping.
- b) **Non Traditional based Retailers** – (i) World wide web (ii) Video Kiosk (iii) Video catalogue, etc. (20)

Unit I

- I
- a) **Retail Marketing Mix**
Introduction, scope at retailing, elements at retail marketing mix (07)
 - b) **Retail purchase decision**
Performance metrics – conversion rate, time spent in the store, interception rate, personal recognition, approaching the trail room as close of sale. (09)
 - c) **Retail Consumer Buying**
Factors influencing buying behavior – functions and services offered
 (i) Reference group – family – roles and status, personal factors influencing buying behavior, occupation and economic circumstances, personality and self concept.
 (ii) Psychological factors influencing buying behavior, motivation, perception, learning, beliefs and attitudes. (15)
- Strategic issues in retailing.**
- a) Retail consumer services – Free standing structures – Traditional Business Districts, Traditional shopping centers – community shopping centers, regional shopping centers - functions and services offered.
 - b) Retailing through shopping mall – Emerging trends – Retail scenario of mini metro city. (14)

Unit II

II Strategic planning in Retailing

- A
- a) **Developmental Retail Strategy**
 (i) What are your goals? Who are your customers? If so, what is the marketing mix and location that will let achieve your goals? How can you control your activities and predict those?
 i) Using service concept typology
 ii) Service retailing – Intangibility, inseparability, perishability and variability
 iii) Using consumer evaluation factors for service quality evaluation.
 iv) Strategic planning process – retail consistency.
 - b) **Retail Planning and Networking**
 (i) Market segment – market penetration, market development, retail format development, diversification, selecting target markets, obtaining resources needed to compete
 - c) **Establishing and maintaining – Retail Image (retail Positioning)**
 Retailers use the concept of positioning in creating their desired image. Retail positioning image value added by Retailer's by providing various utilities – Form, Time, Place, Possession, etc. (25)
- B **Store Image – Retail marketing decision – process and steps** (10)
- C **Global Marketing – Online shopping – Automatic vending, franchising – Types of retail franchises – advantages and limitation** (10)

Practical Work in the field of :

Consumer Research
Marketing Research
Project on particular product
Workshop
Seminar
Guest Lecture

Books recommended:

- 1 Retailing Management – Swapna Pradhan
- 2 Retail Marketing Management – Swapna Pradhan
- 3 Retail Management – Gibson Vedamani
- 4 Retail Management – Levy and Weitz
- 5 Channel Management and Retail Management – Meenal Dhotre
- 6 Retail Marketing Management – David Gilbert
- 7 Retail Management – Ron Hasty and James Reardon
- 8 Retail Management – Analysis, Planning and Control – David Walters
- 9 Marketing Management – Philip Kotler
- 10 Retail Marketing Management – V. M. Kulkarni
- 11 Market Concepts and Strategies – William M Pride and O C Ferrell

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