PGCM (S4) 02-1

Service and Retail Marketing

SEMESTER - IV

MASTER OF COMMERCE

(Marketing Specialisation)

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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MASTER OF COMMERCE

SERVICE AND RETAIL MARKETING

DETAILED SYLLABUS

Unit 1: Introduction to Service Marketing: 7-49

Definition and concept, Scope of services, Goods services continuum, Types of services – goods and services categorization, Industrial services, Segmentation, target marketing and positioning, Customer expectations and perceptions of services.

Unit 2: Service marketing mix : 50-58

Product, price, place, promotion, people, physical evidence and process.

Unit 3: Service quality : 59-72

Dimensions of service quality, measuring service quality, Strategies for dealing with intangibility, inventory, inconsistency and inseparability, Building customer relationship through segmentation and retention strategies.

Unit 4: Service marketing triangle : 73-87

External marketing, internal marketing, relationship marketing and interactive marketing.

Unit 5: Introduction to Retailing : 88-108

Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Retailing Environment, Indian vs. Global Scenario

Unit 6: The Retail Marketing Segmentation: **109-118**

Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions , Limitations of Market Segmentation

Unit 7: Store Location and Layout: **119-134**

Introduction, Types of Retail Stores Location, Factors Affecting Retail Location Decisions, Country/Region Analysis, Trade Area Analysis, Site Evaluation, Site Selection, Location Based Retail Strategies

Unit 8: Retail Marketing Strategies: **135-144**

Introduction, Target Market and Retail Format, Strategy at different levels of Business, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Retail Models, Retail "EST" model

Unit 9: Retail Merchandising: **145-152**

Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process

Unit 10: Retail Pricing : **153-162**

Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing

Unit 11: International Retailing: **163-171**

Introduction, Stages in Retail Global Evolution, Reasons for Going Global, Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods

Unit 12: E-Tailing: **172-195**

Introduction, E-tailing, Role of Technology in Satisfying Market Demand, Technology in Retail Marketing Decisions, Structure and Developments in E-tailing, Factors Influences the Growth of E-Tailing, Advantages & Disadvantages of E-Tailing, Future of Electronic Retailing

Unit 13: Rural Retailing: **196-209**

Introduction, an Overview of the Indian Rural Market, Role of Rural retailing in India, Challenges in Indian Rural Market, Periodic Markets (Shanties/Haats/Jathras), Rural retail Players in India, Rural Retail Strategies, Future of Rural retailing

Unit 14: Case Study **210-213**

COURSE INTRODUCTION

This is the second course of M. Com. fourth semester Marketing specialisation Programme. This course "Service and Retail Marketing" of M.Com. 4th semester will focus on the different aspects of service sector and retail sector in Marketing. In this course we have briefly discussed about service and retail marketing, it's various types and marketing strategies. We have also discussed about the concept of service and retail marketing and how it differs from Product marketing .

This course consists of fourteen units. This course starts with the unit discussing the concept of the introduction to Service marketing. The course has 14 units and those units deal with the introductory concepts of Service Marketing, Service marketing mix, it's quality, Service marketing triangle.,Retailing, it's segmentation and store location and layout, Retail marketing strategies, ratail merchandise, e- tailing and case studies etc.

Each unit of the course include some along-side boxes to help you know some of the difficult, unseen terms. You may find some boxes marked with: "LET US KNOW". These boxes will provide you with some additional interesting and relevant information. Again, you will get "CHECK YOUR PROGRESS" questions. These have been designed to self-check your progress of study. It will be helpful for you if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with "ANSWERS TO CHECK YOUR PROGRESS" given at the end of each unit. This will help you in making your learning more active and efficient. And, at the end of each section, you will get "CHECK YOUR PROGRESS" questions. These have been designed to self-check your understanding.