



FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR
(RAJ.)

DIPLOMA IN RETAIL MARKETING MANAGEMENT

Objective of the programme:

With an emphasis on retail management and marketing topics, the diploma explores key developments and trends in this area. The course is job oriented targeting the growing retail industry. The students will be able to deliver the expected skill set required by the industry after completion of the programme. This course aims at providing a comprehensive view of retailing, and an analysis of the retail environment and exposure to issues and developments in the industry. The students, who are pursuing the course of retail management are taught about the introduction and concept of retail management, retailing trends, pricing and merchandising, segmentation, relationship marketing and information technology in retailing.

Course Structure

S. No.	Subject/Paper Code	Subject/Paper Nomenclature	Mode of Examination	Maximum Marks	Total Maximum Marks
1	FMS/DRMM101	Basics of Marketing and Retailing	Internal	50	100
			External	50	
2	FMS/DRMM102	Marketing and Communication in Retailing	Internal	50	100
			External	50	
3	FMS/DRMM103	Retention in Retail Marketing	Internal	50	100
			External	50	
4	FMS/DRMM104	Training with Dissertation	Dissertation Report	100	200
			Viva	100	

DIPLOMA IN RETAIL MARKETING MANAGEMENT

1. Eligibility:

A candidate passing graduation in any stream.

2. Duration :

6 Months (240 hours theory and 480 hours practical)

3. Examination type:

One evaluation at the end of course. There will be three written papers of 100 marks each and one dissertation followed by viva voice of 200 marks.

4. Attendance:

A candidate shall be required to attend minimum 75% of the classes held in each paper. A candidate failing to satisfy the above-mentioned requirement of attendance shall be detained from appearing at the internal and final examination.

5. Fee:

Registration fee only for the **First Batch is Rs. 2500/-**. Fee from the second batch onwards will be Rs. 5000/- (as per the original approval of the Diploma).

6. Programme Administration:

Evaluation: Each paper will carry 100 marks of which minimum of 50% of marks should be for internal assessment and remaining percentage of marks be for written examination.

A. Internal Examination:

The internal assessment marks shall be based on factors such as: Participation in seminars, case discussions and individual/group work activities:

- Class tests, quizzes, individual and group oral presentations.
- Submission of assignments.
- Class-room participation and attendance.

There will be one mid-term class test which will carry 30 marks. If any candidate does not appear in any of the mid-term tests on medical or other valid grounds, one may appear in the defaulter test by depositing a fee of Rs. 150/- per paper.

The course for the mid-term test will be first three units but the defaulter test coverage will be entire course.

B. The scheme of evaluation of Training Dissertation shall be as follows:

For FMS/DRMM104, a project dissertation/report based on the internship/training will have to be submitted in the fifth month from the commencement.

The written part for project study FMS/DRMM104 shall account for 50% of marks and the viva-voce to be conducted by a duly constituted examination board for the remaining 50% of marks.

C. Promotion Scheme

- (i) The minimum marks for passing the examination for each semester shall be 36% in each paper and 40% in aggregate for all the courses of the semester.
- (ii) The Diploma shall be awarded to successful students on the basis of the result of examinations in the following manner:

- Securing 60% and above	:	I Division
- All other	:	II Division
- (iii) A student to be eligible for award of Diploma has to pass all the papers (internal as well as external) offered during the span period.

The Institute/Universities may evolve their own Grading System for evaluation.

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COURSE STRUCTURE

The Diploma in Retail Marketing Management has been organized in six months with theoretical, conceptual and practical exposure. The list of papers offered during the programme shall be as follows:

A. Paper 1: (FMS/DRMM101) Basics of Marketing and Retailing (100 marks)

Unit 1: Marketing Management: Basic Concepts of Marketing, Analyzing Marketing Environment, Modern Marketing Concepts, Importance of Marketing, Marketing Mix.

Unit 2: Introduction to Retailing: Introduction, Meaning of Retailing, Economic Significance of Retailing, Retailing Management Decision Process, Product Retailing vs. Service Retailing, Types of Retailers, Indian vs. Global Scenario (Amazon, Walmart, Jio Mart, D-Mart), Retail Marketing Environment.

Unit 3: Retail Marketing Strategies: 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 4: Retail Pricing: Introduction, Establishing Pricing Policies, Factors Influencing Pricing, Pricing Strategies, Psychological pricing, Mark-up and Mark-down Pricing.

B. Paper 2: (FMS/DRMM102) Marketing and Communication in Retailing (100 marks)

Unit1: Retail Marketing Segmentation: Introduction, Importance of Market, Segmentation in Retail, Targeted Marketing Efforts, Criteria for Effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation.

Unit 2: Store Location and Layout: Introduction, Target Market and Retail Format, Gauging Growth Opportunities, Building a Sustainable Competitive Advantage, the Strategic Retail Planning Process, Differentiation Strategies, Positioning Decisions.

Unit 3:Private Branding in Retail: Introduction, Difference between a Store/Private, Brand and a National Brand, Growth Drivers of Private Label, Global Scenario of Private Labels, Indian Market Scenario, Advantages of Private Label, Disadvantages of Private Label.

Unit 4: Integrated Marketing Communication in Retail: Introduction, Understanding Integrated Marketing Communication, Elements of Communication Process, Communication Plan - Integrated marketing process, Tools of IMC, Upcoming tools of IMC, Factors influencing the Increased use of sales promotion.

C. Paper 3: (FMS/DRMM103) Retention in Retail Marketing (100 marks)

Unit 1: Retail Merchandising: Introduction, Understanding Merchandising Management, Activities of a Merchandiser, Retail Merchandising Management Process.

Unit 2: Customer Relationship Management in Retailing: Introduction, Benefits of Relationship Marketing, Management of Relationship, Principles of CRM, Customer Relationship Management Strategies, Components of CRM, Customer Service in Retailing, CRM and Loyalty Program.

Unit 3: Rural Retailing: 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 4: International Retailing: Introduction, Stages in Retail Global Evolution, Reasons for Going Global, Benefits of Going Global, Other Opportunities and Benefits of Going Global, Market Entry Methods

E-Tailing- 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

A. Paper 4: Dissertation (200 marks)

A detailed project report on the allotted topic followed by Viva-Voice comprising of 200 marks.

- 7. Reference List:** The registered candidate shall be provided reference list of study material for the diploma program.

Note: Any student who is pursuing any regular course from any university can also join this but regular class hours shall not be clashed.