

**FOOTWEAR
DESIGN AND
DEVELOPMENT
INSTITUTE**

**INTEGRATED PROGRAMME IN
RETAIL MANAGEMENT**

SEMESTER 5

JULY 2015- DECEMBER 2015

SEMESTER – V

S.NO	MODULE	MODULE CODE	THEORY/ PRACTICAL	HOURS WEEKLY	CREDITS
1	Customer Relationship Management	IRM502	T	4	4
2	Rural Retailing	IRM503	T	4	4
3	Introduction to Visual Merchandising	IRM504	T	4	4
4	Retail Research- 1	IRM505	T	4	4
5	Merchandizing Introduction	IRM506	P	4	2
6	Franchising	IRM507	T	4	4
7	Personality Development 1	IRM508	P	4	2
8	E Commerce	IRM509	P	2	1

Module Title: Customer Relationship Management

Module Code: IRM 502

Contact hours 4.0 hours per week for 15 weeks

MODULE CONTENTS

UNIT I

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation

UNIT II

Dimensions of Customer Relationship Management-

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices

Customer Loyalty: Meaning, Definition, Significance, Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Dimensions of Customer Loyalty, Determinants of Customer Loyalty, Drivers of Customer Loyalty

Service Quality: Meaning and Definition of Service Quality, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps.

UNIT III

Customer Relationship Management: Technology Dimensions - E- CRM in Business, CRM: A changing Perspective, Features of e -CRM, Advantages of e-CRM, Technologies of e -CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM

Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center

UNIT IV

Application of CRM

Rural CRM, Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry

Suggested Readings

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning

2.Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management-
Routledge Inc.

3.Bhasin- Customer Relationship Management (Wiley Dreamtech)

4.Dyche- Customer relationship management handbook prentice hall

5.Peelan-Customer relationship management prentice hall

6.Kristin Anderson, Carol Kerr : Customer relationship management, McGraw-Hill
Professional

7.Chaturvedi-Customer Relationship Management(Excel Books)

8.Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: ,
Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam

Module Title:	Rural Retailing
Module Code:	IRM 503
Contact hours	4.0 hours per week for 15 weeks

MODULE CONTENTS

Unit 1-

Introduction: Definition, scope of rural retailing/ marketing, concepts, components of rural markets, classification of rural markets, rural vs. urban markets

Unit2- Rural retailing environment: Population, occupation pattern, income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, problems in rural retailing/ marketing, rural demand, rural market index, Agriculture Inputs(Seeds, Fertilizers, Farm Machineries)

Rural credit institutions: Role of cooperative institutions, regulated markets, agriculture export zones(AEZ). Establishments of marketing departments for various agricultural and non-agricultural produce. KAPPAC, COIR BOARD, COFFEE BOARD, NHB, APEDA.

Unit3-

Rural Consumer behaviour: Consumer buying behaviour models, Factors affecting Consumer Behaviour, Social factors, Technological Factors, Economic Factors, Political Factors,

Characteristics of Rural retail consumer- Age and Stages of the Life cycle, Occupation and Income, Economic circumstances, Lifestyle, Personality and Brand Belief, Information Search and pre purchase Evaluation, Rise of Consumerism, Consumer Buying Process, Opinion Leadership Process, Diffusion of Innovation, Brand Loyalty

Unit4-

Rural Marketing Strategies:

a) Segmenting, Targeting and Positioning

Segmentation- Heterogeneity in Rural, Prerequisites for Effective Segmentation, Degrees of Segmentation, Basis of Segmentation and Approaches to Rural Segmentation- Geographic Segment, Demographic Segmentation, Psychographic Segmentation, Behaviour Segmentation, Multiattribute Segmentation,

Targeting- Evaluation and Selection of Segments, Coverage of Segments,

Positioning- Identifying the positioning Concept, Selecting the positioning Concept, Developing the Concept, Communicating the Concept

b) Product Strategy: Introduction, Marketing Mix Challenges, Product

concepts classification- Five Levels Products, Classification of Products, Rural Product Categories – Fast moving Consumer goods, Consumer Durables, Agriculture Goods, Services,

c) New Product Development: Consumer Adoption Process, Product life cycle, Product Mix,

d) Branding in Rural India- Brand building in Rural India, Brand Spectrum in Rural, Brand Loyalty Vs Stickiness

e) Fake Brands- The Fakes Market, Strategy to counter fakes, Structure of competition in Rural India, Product warranty and After-sales service, Conclusion, Assignment

Unit5-

Distribution Strategy: Introduction: Accessing Rural Markets, Coverage Status in Rural Markets, Channels of Distribution, Evolution of Rural Distribution Systems- Wholesaling, Rural Retail System, Vans, Rural Mobile Traders: The last Mile Distribution, Haats/Shandies, Public Distribution System, Co-operative Societies Behaviour of the Channel, Prevalent Rural Distribution Models- Distribution Models of FMCG Companies, Distribution Model of Durable Companies, Distribution of fake products, Emerging Distribution Models- Corporate –SHG Linkage, Satellite Distribution, Syndicated Distribution, ITC's Distribution Model, Petrol pumps and Extension counters, Barefoot agents, Agricultural agents, Agricultural input dealers, Other channels, Ideal distribution model for Rural

Unit6-

Communication strategy: Challenges in Rural Communication, A view of Communication Process, Developing Effective- Profiling the Target Audience, Determining communication objectives, designing the message, selecting the communication channels, deciding the promotion mix, Creating advertisement for rural audiences rural media- Mass media, Non-Conventional Media, Personalised media, Rural Media: The importance of the two-step flow of communication Media Typology, The Media Model, Media innovation, Influence of Consumer Behaviour on Communication strategies,

Unit7-

The future of Rural Retailing: Introduction, Focused Marketing Strategies, Market Research, Consumer Finance, Rural Vertical, Retail and IT Models, Rural Managers, Glamorize Rural Marketing, Public-Private

Partnership, e-Rural Marketing

Case studies in Indian context only (4 Hours)

Practical Components:

Visit to the various Micro Finance Institutes, who extend their services in catering rural market.

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- Approaching the FMCG companies which have already catered in Rural and Understand the approach strategy (What is that innovative concept the company has adopted in successfully catering in to rural markets)
 - Visit to a village and APMC to understand the market structure and also understand the functioning part of the rural markets
 - Students should come up with new product designing with the rural marketing mix 4 As (Awareness, Acceptability, Adaptability and Affordability)
 - Students can do a survey on purchase pattern of automobiles or telecom products or any other smart gadgets.
 - Students can Visit and do a survey on corporate farming and its effect on income of the rural farmer.

Indicative Readings:

- Rural Marketing - Pradeep Kashyap & Siddhartha Raut, Biztantra
- Rural Marketing - Gopal Swamy T. P, 3/e, Vikas Publishing House,
- Rural Marketing - Dogra & Karminder Ghuman, 1/e, TMH.
- Rural Marketing - Sanal Kumar Velayudhan, 2/e, Response SAGE Publication 2007.
- Rural Marketing – Badi, HPH.
- Rural Marketing – Mathur U. C, 1/e, excel books.
- Rural Marketing – Krishnamacharyulu C. G & Lalitha Rama krishnan, Pearson Education.
- Rural Marketing – Habeeb Ur Rahman, 1/e, HPH, 2004.
- Rural Marketing – Sukhpal Singh , Vikas Publishers

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam

Module Title: Introduction to Visual Merchandising

Module Code: IRM 504

Contact hours 4.0 hours per week for 15 weeks

MODULE CONTENTS

Getting Started-VM & Display Basics

Unit 1 : Why do we display ?

Unit 2 : Color & Texture

- a. What is Color
- b. Physical and Psychological Reaction to Color
- c. Color Families – Warm, Cool & Neutral
- d. **Color Mixing** - Primary, Secondary & Tertiary Color- Value, Tint, Shades & Saturation
- e. Color Scheme – Color wheel (Additive & Subtractive Theory) , Analogous, Complementary, Contrasting, Monochromatic, Neutral colors.
- f. Using Color to Promote Color
- g. **Texture** – Tactile & Visual Texture
- h. **Color Groups** – Brights, Pastels, Mid Tones, Jewel Tones, Muted/Dusty, Earth Tones, Neutrals

Unit 3 : Line & Composition

Unit 4 : Light & Lighting

- a. What is lighting
- b. What does lighting do in retail?
- c. Different types of lighting systems
 - i. Incandescent
 - ii. LED
 - iii. Fluorescent
 - iv. NEON
 - v. High intensity discharge light (HID)
- d. Lighting Technology
- e. Functions of Lighting
- f. General Guidelines for Lighting

Unit 5 : Types of Displays & Display Settings

- a. What is Display ? Why Display is required?
- b. Abstract Setting
- c. Buildup Display
- d. Environmental Setting
- e. Fantasy Setting
- f. Institutional Display
- g. Line-of-good Display
- h. One-Item Display
- i. Promotional Display
- j. Realistic Display
- k. Related Merchandise Display
- l. Semirealistic or “Vignette” Setting variety or assortment display

Where to Display

Unit 6 : The Exterior of the Store

- a. Signage – 3D Branding
- b. Marquees
- c. Outdoor lighting
- d. Banners
- e. Planters
- f. Awnings
- g. Windows

Unit 7 : Display Window Construction

Components of a window

- Floor
- Backdrop
- Ceiling
- Side Walls

Types of Windows

- Closed –Back Windows
- Open –Back Windows
- Semi-Closed Back Windows
- Island Windows
- Special Windows
 - * Shadow Box

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- * Elevated Windows
 - * Deep Windows
 - * Tall Windows

Unit 8 : Store Interiors

- a. Windows
- b. Columns
- c. Counter
- d. Demonstration Cubes
- e. Display Cases
- f. Enclosed Displays
- g. Fascia
- h. Focal Points
- i. Cluster
- j. Island Display
- k. Ledges
- l. Museum Cases
- m. Risers/Leveler
- n. Shadow Boxes
- o. T-Wall
- p. Mannequins

Indicative Reading:

- Visual Merchandising & Display by Martin Pegler
- Retail Desire: Design Display & the art of Visual Merchandising by Martin Pegler
- Stores of the year by Martin Pegler

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam

Module Title: Retail Research 1
Module Code: IRM 505
Contact hours 4.0 hours per week for 15 weeks

MODULE CONTENTS

Unit 1 Introduction to retail research

Define Retail Research
Framework for conducting retail research
Role of retail research in decision support systems

Unit 2 Retail Research Problem

Tasks involved in problem definition
Distinction between management decision problem and retail research problem
Structure of a retail research problem

Unit 3 Research Design formulation

Classify various research designs
Major sources of error in research design
Retail Research proposal

Unit 4 Exploratory Research

Scope of secondary data and its distinction from primary data
Sources of secondary data
Need for multiple sources of secondary data
Forms of qualitative research
Focus groups, In depth interviews, Projective techniques

Unit 5 Descriptive Research

Classification of survey methods
Criteria for evaluating observation methods
Pros and cons of observational and survey methods

Unit 6 Causal Research

Ordinary and scientific meaning of causality
Types of validity
Laboratory versus field experimentation

Unit 7 Measurement and Scaling

Concepts of measurement
Nominal, Ordinal, Interval and Ratio scales
Comparative and non comparative scaling
Ethical issues

Unit 8 Questionnaire and Form Design

Purpose of questionnaire

Designing a questionnaire
Use of internet in designing questionnaires

Unit 9 Collection and Presentation of data

Graphic presentation of frequency distribution-Histograms.
Diagrammatic presentation of data- bar and pie charts.

Indicative Reading

- Boyd, Westfall & Stasch, Marketing Research
- Levin, R.I. (2002). Statistics for Management. New Delhi, Prentice Hall of India
- Gupta, S.P. & M.P. Business Statistic, New Delhi, S.Chand Publishers

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam

Module Title:	Merchandising Introduction
Module Code:	IRM 506
Contact hours	4.0 hours per week for 15 weeks

MODULE CONTENTS

Unit 1- Concepts of merchandising

Definition of Retail Merchandising
The Right Merchandising Blend

Unit 2-The model of retail merchandiser

Hierarchy of merchandising dept.
Roles and responsibilities according to position in hierarchy
Societal impact of retail merchandiser
The key merchandising competencies

Unit 3 -General roles & responsibilities of retail merchandiser.

Roles & responsibilities of retail merchandiser according to store format
Staff functions of a Merchandiser
-Corporate level-Buying, Planning, Distribution, Product Development, Developing private level programmes, Disseminating information, Advertising, Special Events etc.
-Store level -Maintaining Visual merchandising Standards, Maintaining Inventory, Maintaining assortments
Evaluation yardsticks for buyers

Unit 4- Overview of Merchandise Management Process

Merchandise Planning
Merchandise Control
Merchandise Mix
Merchandise Budget

Unit 5 - Merchandise-Mix Management

Product Line
Product line compatibility
Product line attributes
Product line profitability
Product branding
Product lifecycle
Merchandise Assortment
Merchandise Support

Unit 6- Merchandise-Mix Strategies

Narrow Variety / Shallow Assortment
Wide Variety / Shallow Assortment
Narrow Variety / Deep Assortment

Wide Variety / Deep Assortment

Scrambled Merchandising

Unit 7- Classification of Merchandise

Merchandise Group

Merchandise Category

Merchandise Classification

Category management

S.K.U.

Unit 8- Fashion merchandising

Fashion lifecycle

Fashion movement Theories

Tickle down

Tickle up

Tickle across

Unit 9- Stock plan for fashion merchandise

Planning fashion inventories

-Basic stock list

-Modal stock list

-Never out list

Unit 10- Lifestyle merchandising

Product appropriateness

Market conditions

Suppliers' considerations

Merchandising assortment

Merchandising variety

Merchandising support

Unit 11- Organizational structure of Export organization

Types of merchandisers in export house, Responsibilities of a merchandiser, The key requirements for export merchandising job, requirements of the merchandisers in the pre millennia era, The process flow of a typical export house functioning.

Indicative Reading

- Stone, Elaine. (1990). **Fashion Merchandising**. 5th Edition. New York, Mc Graw-Hill
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer**. 7th Edition. New Jersey, Prentice-Hall
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing**. New York, Macmillan
- Mike Easey, ed. (2002). **Fashion Marketing**. 2nd Edition. Oxford, Blackwell Science Ltd.

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam

Module Title: Franchising
Module Code: IRM 507
Contact hours 4.0 hours per week for 15 weeks

MODULE CONTENTS

- Unit 1** – What is franchising
Importance Of Franchising
History Of Franchising
Franchising Arrangments
Types Of Franchising
Benefits To Franchisee
- Unit 2** – Franchising Framework
Franchising Formats
Franchisee Business Model
- Unit 3** – How Franchising Works
Successful Franchisees
Franchising Tripod
Franchising Model
Franchising System
- Unit 4** – Developing Franchisee Business
Making Business Ready For Franchising
Steps in Franchising
Tips On Franchising
- Unit 5** – Franchisee Pererspective
Cost Of Franchising
Core Value Of Franchising
Buying A Franchisee
Self Test For Franchisee
- Unit 6** – Selecting A Franchisee
Selection Process
Information From Franchisor
Evaluating A Franchisee
- Unit 7** – Franchising Agreement
Objectives
Functions And Form
Various Clauses
Obligation – Franchisor –Franchisee
Master Franchisee Agreement

Unit 8 – Franchisee Regulations
Franchisee Law
Code Of Best Practices
Provisions Relating to Franchisor – Franchisee
Enforcement Mechanism

Unit 9 – International Franchising
Impact On Global Economy
Structure Of Global Expansions
Social And Cultural Aspects
Guidelines For International Expansions
Legal And Business Issues

Unit 10 – Territories And Co= Branding
Structuring Territories
Exclusive Arrangements
Impact Of Internet
Co - Branding

Unit 11 – Case Study – Success Story

Unit 12 – Case Study – Success Story

Indicative Reading:

Boroian Donald D., Callawa L. Patrick, Franchising Your Business, Francorp
Publication, U.S.A.

Satish Taneja Galgotia Publishing Company

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam

Module Title: Personality Development 1
Module Code: IRM 508
Contact hours 4.0 hours per week for 15 weeks

MODULE CONTENTS

Unit I

The Mind

Positive thinking & Attitude, Motivation, Character Building, Self Esteem, Goal Setting

Time Management

Unit II

Effective Communication

English Conversation, Pronunciation, Voice Modulation, Stressing and stretching, Accent Improvisation, Facial Expressions, Body language, Writing skills

Unit III

Business Etiquettes

Business Etiquettes Office Etiquettes, Phone Etiquettes, Dining Etiquettes, Party Etiquettes

Unit IV

Corporate Look

Office Wear, Meetings/Interviews, Business Presentations

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam

Module Title: E Commerce

Module Code: IRM 509

Contact hours 2.0 hours per week for 15 weeks

MODULE CONTENTS

Ecommerce

E commerce Benefits, Impacts, classification, Application and Social media e commerce.

E Commerce Models

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

Technical infrastructure

History, Packet Switching Networks, Internet protocols, Internet Connectivity, Functions of e-commerce software, E commerce software for small, medium and large businesses

Internet Advertising

Internet advertising, Internet as a competitive advertising media, Models of internet advertising, Banner advertising, Sponsoring content,

Electronic Commerce : Influence on Marketing

Product, Physical distribution, Price, Promotion, Marketing communication

Mobile Commerce

Mobile commerce, Benefits of Mobile commerce , Impediments in Mobile commerce, Mobile Commerce Framework

Suggested Reading:

1. Jibitesh Mishra “ E commerce” , MacMillan Publication
2. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
3. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
4. Efraim Turban, Jae Lee, David King, H.Michael Chung, “Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
5. Elias M Award, “Electronic Commerce from Vision to Fulfilment”, 3rd Edition, PHI, Judy Strauss, Adel El-Ansary, Raymond Frost, “E-Marketing”, 3RDEdition, Pearson Education.
6. Bharat Bhaskar “ Electronic Commerce” Framework, Technology and Applications, Mc GrawHiil, Fourt Edition.

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam