

**Pravara Rural Education Society's
Arts, Commerce and Science College, Satral
Department of Commerce
Syllabus of Certificate Course in Retail Marketing & New Technology (For 90 Days)**

Sr.No	Name of the topic	Lectures (in Hours)
1.	Unit – I : Introduction to retailing: Definition and scope - Evolution of retailing - Types of retailing - Benefits of retailing - Retailing environment - Trends in retailing industry.	08
2.	Unit – II : Retail purchasing and pricing: Purchase management: Merchandise purchasing - open to buy - Open to buy planning - Analyzing the merchandise performance; Pricing strategies: every day pricing - competitive based pricing - price skimming - market-oriented pricing.	10
3.	Unit – III : Information system in retailing: Acquiring and using information strategies - Technology in retail - Information sources - Retail information system.	10
4.	Unit – IV : Retailing in India: Evolution and trends in organised retailing - Indian organised retail market - FDI in Indian organized retail sector - Retail scenario in India - future trends of retail in India.	10
5.	Unit – V : Ethical and legal issues in Retailing: Dealing with ethical issues - Social responsibility - Environmental orientation -Waste reduction at retail stores and new technology in retail marketing	10
Total Lectures		48

Reference Books

1. Retail Marketing Management 2014 Edition by GILBERT, PEARSON INDIA
2. Retail Marketing Management by David Gilbert (PEARSON)
3. Retail Marketing Management: The 5 Es of Retailing Book by Dhruv Grewal

Approved by



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