

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BS – VIII

Course Title	:	RETAIL MARKETING
Course Number	:	BA (H) – 641
Credit Hours	:	03

COURSE CONTENTS

1. An Introduction to Retail Marketing

- The marketing Role of the Retailer
- The Wheel of Retailing
- The Essence of Successful Retailing

2. Shopping Behavior

- The SOR Model of Buyer Behavior
- Developing the SOR Model for a Retailing Setting
- Task Definition and Psychological State
- The Temporal Perspective
- Shopper Types
- Purchase Behavior

3. Key Marketing Factors in Retailing

- Location and Perceived Image
- Internal Environment and Core Product
- In-Store-Stimuli
- Relationship Issues and Building Customer Loyalty

4. Retail Location

- Classification of Location
- The location Decision Process

5. Retail Image: Positioning and Reputation

- Retail Image and Positioning
- Branding of Retail Stores
- Brand Image and Retail Expansion
- Building Strong Brands
- Brand Positioning and Competition

6. Store Design

- The Design Element
- The Social Element
- The Ambient Element

7. Retail Assortment

- Assortment Planning
- The Decision Process

8. Retail Pricing

- Shopper Value Evaluation
- Retailer's Financial Consideration
- Competitors Issues
- Pricing Objectives
- Pricing Strategies
- Tactical Pricing

9. Retail Promotion

- The Retail Promotional Mix
- Sales Promotion
- Point-of-Sale Display
- Advertising
- Direct marketing
- Public Relations
- Personal Selling
- The Retail Sale

10. Customer Service as Satisfaction and as Competitive Advantage in Retailing

- What are Services?
- What do Customers Want?
- Designing Appropriate Services and Setting Monitoring Standards
- Delivering and Performing the Service Properly
- Ensuring That the Promises Made to Customers Are Met

11. Customer Loyalty and Related Issues

- Relationship Marketing
- Building Relationships and Customer Relationship marketing
- Customer Retention in a Retail Context
- What is Loyalty?
- Customer Loyalty Schemes: Do They Really Work?

12. Customer Care and Handling Complaints

- Learning from Losing a Customer
- Communicating with Unhappy Customers
- How to Handle Complaints

13. Retail Demand management

- An Input – Output Retail Demand Management Model
- Outcomes of Input – Output Retail Demand Management Model
- Crowding
- Retail Demand Management Tactics

14. Strategic Aspects of Retailing

- Competitive Positioning in a Retail marketplace
- Managing Customers Strategically
- Competencies and Capabilities

RECOMMENDED BOOKS:

1. Malcolm Sullivan. Dennis Adcock. "Retail Marketing." Thomson. 2006.
2. A. Halborg. R. Ross. "Marketing Principles and Practice." Pitman Publishing. 3rd Edition.
3. Adcock D.G. "Marketing Strategies for Competitive Advantage." Wiley,

