

Veer Narmad South Gujarat University, Surat

M.Com.-II

Marketing channels Paper-9

Semester - 3

( In Force From June 2018-19)

**Objectives:** 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

1. To acquaint the students with the marketing problems.
- 1. Marketing channels: 25%**
  - Introduction, Meaning of Channels of distribution.
  - The role of marketing channels,
  - Channel structure,
  - Channel design strategies
  - Managing channel relationships
  - Channel and distribution decisions for services.
- 2. Channel management by Channel Participants 25%**
  - Primary channel participants
  - Key issues in determining channel requirements
  - Factors affecting Channel choice,
  - Channel management by manufacturers
  - Channel management by whole-sellers
  - Channel management by retailers
  - Channel management physical distribution agencies.
  - Joint management through partnership.
- 3. Channel levels and its organizational patterns: 25%**
  - Zero level, one level, two level, three level and multi level channels.
  - Vertical marketing systems ,
  - horizontal marketing systems.
  - conventional marketing. franchise systems.
  - voluntary and cooperative groups.
  - Channel configuration and channel marketing.
- 4. Channel communication and information system: 25%**
  - Rudiments of channel communications
  - Information and communication technology
  - Electronic marketing channel
  - Sales force as an information source for marketing channels.
  - Various types of channel powers used for motivating channel members.

**Reference Books:**

1. Marketing channels by louis W Stern/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
3. Sstrategic marketing ,marketing decision for strategic Advantage by Musadiq.A.Shahaf by P.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.Ramaswamy and S.Namakumari.(Global perspectives and Indian context.) ( 4<sup>TH</sup> Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson, Louis.W.Stern, adel.L. Ansary and R.C. Natrajan.

**Veer Narmad South Gujarat University, Surat**  
**M.Com.-II**  
**Marketing channels Paper-12**  
**Semester - 4**  
**( In Force From June 2018-19)**

**Objectives:** 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2.To acquaint the students with the marketing problems.

- 1. Marketing Channel structure and Functions. 25%**
  - Concept
  - Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
  - Functions of marketing channels
  
- 2. Alternate channel Formats:**
  - Manufacturers based channel formats
  - Retail based channel formats
  - Service provider- based channel formats
  - Other channel formats
  - Point of consumption merchandising formats.
  - Catalogs and technology added formats.
  
- 3. Managing conflict to increase channel coordination: 25%**
  - Concept of channel conflict
  - Assessing the degree and nature of channel conflict,
  - Measuring conflict
  - Consequences of channel conflict
  - Effect of channel conflict on channel performance and Co-ordination
  - Major sources of conflict in marketing channels  
( competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)
  
- 4. Resolving channel conflicts: 25%**
  - Unwanted channels, Grey markets,
  - Fueling conflicts,
  - Industrial marketing channels in developing economies,
  - Effects of destructive actions on dealers
  - Information intensive mechanisms
  - Handling conflict through negotiations by channel members
  - Building relational norms
  - .Resolving conflicts and achieving coordination via incentives.

**Reference Books:**

1. Marketing channels by louis W Sterm/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
3. Sstrategic marketing ,marketing decision for strategic Advantage by Musadiq.A.Shahaf by P.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.Ramaswamy and S.Namakumari.(Global perspectives and Indian context,) ( 4<sup>TH</sup> Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson, Louis.W.Stern, adel.L. Ansary and R.C. Natrajan.

Veer Narmad South Gujarat University, Surat

M.Com.-II (External)

Marketing channels Paper-6

( In Force From June 2018-19)

**Objectives:** 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

**1.marketing channels:** **10%**

- Introduction, Meaning of Channels of distribution.
- The role of marketing channels,
- Channel structure,
- Channel design strategies
- Managing channel relationships
- Channel and distribution decisions for services.

**2.Channel management by Channel Participants** **15%**

- Primary channel participants
- Key issues in determining channel requirements
- Factors affecting Channel choice,
- Channel management by manufacturers
- Channel management by whole-sellers
- Channel management by retailers
- Channel management physical distribution agencies.
- Joint management through partnership.

**3. Channel levels and its organizational patterns:** **15%**

- Zero level, one level, two level, three level and multi level channels.
- Vertical marketing systems ,
- horizontal marketing systems.
- conventional marketing. franchise systems.
- voluntary and cooperative groups.
- Channel configuration and channel marketing.

**4. Channel communication and information system:** **10%**

- Rudiments of channel communications
- Information and communication technology
- Electronic marketing channel
- Sales force as an information source for marketing channels.
- Various types of channel powers used for motivating channel members.

**5. marketing Channel structure and Functions.** **10%**

- Concept
- Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
- Functions of marketing channels

**6. Alternate channel Formats:**

- Manufacturers based channel formats
- Retail based channel formats
- Service provider- based channel formats
- Other channel formats
  - Point of consumption merchandising formats.
  - Catalogs and technology added formats.

**7. Managing conflict to increase channel coordination:** **15%**

- Concept of channel conflict
- Assessing the degree and nature of channel conflict,
- Measuring conflict
- Consequences of channel conflict
- Effect of channel conflict on channel performance and Co-ordination
- Major sources of conflict in marketing channels

( competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)

**8. Resolving channel conflicts:**

**15%**

- Unwanted channels, Grey markets,
- Fueling conflicts,
- Industrial marketing channels in developing economies,
- Effects of destructive actions on dealers
- Information intensive mechanisms
- Handling conflict through negotiations by channel members
- Building relational norms
- .Resolving conflicts and achieving coordination via incentives.

**Reference Books:**

1. Marketing channels by louis W Sterm/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
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- 6.Marketing channels by Anne.T.Coughlan, Erin Anderson,Louis.W.Stern,adel.L. Ansary and R.C. Natrajan.

- Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing  
2. To acquaint the students with the marketing problems in the area of retail management.

- 1. Retail management an Overview: 25%**
- Meaning of retail
  - Role of retail.
  - Retailer as a link between producer and consumer.
  - Retailer as a image creator
  - Challenges faced by Retailers worldwide
  - Size of retail in India.
  - Drivers of retail change in Industry.
- 2. Store layout and design 25%**
- Concept
  - Objectives of layout and design.
  - Elements of retail layout
  - Planning and circulations( circulation plans , circulation graphics, )
  - Store fronts and Entrances,
  - Merchandise display.
  - Positioning of merchandise.
  - Layout for E-tailers.
- 3. Establishing a pricing strategy: 25%**
- Concept
  - Factors affecting Pricing decisions
  - Price setting Pricing objectives
  - Pricing strategy
  - Bases of pricing
  - Adapting the pricing strategy, Customary pricing, One price policy. Odd pricing, Multiple unit pricing, Price lining. High low pricing, Flexible pricing. Bundle pricing, leader pricing, Bait and switch pricing coupons and rebates. Private label pricing, internet pricing,
  - Reference pricing concept,
  - Benchmarking concept.
  - Impact of reference pricing
  - Reference pricing controversy
  - Implications of reference prices.
- 4 Methods of retail Expansion: 25%**
- The concept of (foreign direct investment.
  - The need for foreign direct investment in Indian retail.
  - Methods of retail expansion.
  - The concept of franchising.
  - Evolution of Franchising.
  - Types of franchising.
  - Advantages and disadvantages of Franchising.
  - The International franchising scene .
  - Franchising in India.
  - Legal issues in franchising in India.
  - Internationalisation as a mode of Expansion.
  - Determining the market of entry.
  - Reasons for failure in International Retail.

**References:**

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinish Tuli,Nidhi Verma,and Shrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education.

**Veer Narmad South Gujarat University, Surat**

**M.Com.-II**

**Retail management-paper--11**

**Semester - 4**

**( In Force From June 2018-19)**

**Objectives:** 1. To impart to the conceptual knowledge in the area of Retail marketing  
4. To acquaint the students with the marketing problems in the area of retail management.

**1. Basics of Retail Merchandising; 25%**

- Concept and evolution of merchandising.
- Factors affecting the buying Function.
- Merchandisers role and responsibility.
- Buyer role and Responsibility .
- Functions of buying for different types of organizations.
- Buying for single independent store.
- Buying for chain stores.
- Buying for non chain stores.
- Buying for non - store retailers. catalogs, Direct mail, Homeshopping, Internet retailing. etc.
- Principles of merchandising.

**2. Managing retail Infrastructure: 25%**

- The Indian Market Scenario.
- factors to be considered before setting up a mall.
- Future context.
- Store design concept and principles of store design
- Elements of Store design
- Exterior and Interior store design

**5. The process of Merchandise planning. 25%**

- Concept of Merchandise planning.
- Implications of merchandise planning.
- The process of Merchandise planning.  
Stage-1. developing the sales forecast  
Stage-2. Determining the merchandise requirement.  
Stage-3. Merchandise Control  
Stage- 4. Assortment planning.
- Technology Tools and Merchandise planning.
- Types of Merchandise planning.

**6. Methods of merchandise procurement and evaluating merchandise performance: 25%**

- Sources of supply
- Merchandise sourcing and procurement
- Contacting and evaluating the sources of supply.
- Negotiating with vendors and placing the purchase order.
- Merchandise allocations
- Evaluating the merchandise performance.
- Gross margin returns on investment.

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**1.Retail management an Overview:**

**10%**

- Meaning of retail
- Role of retail.
- Retailer as a link between producer and consumer.
- Retailer as a image creator
- Challenges faced by Retailers worldwide
- Size of retail in India.
- Drivers of retail change in Industry.

**2.Store layout and design**

**10%**

- Concept
- Objectives of layout and design.
- Elements of retail layout
- Planning and circulations( circulation plans , circulation graphics, )
- Store fronts and Entrances,
- Merchandise display.
- Positioning of merchandise.
- Layout for E-tailers.

**3.Establishing a pricing strategy:**

**15%**

- Concept
- Factors affecting Pricing decisions
- Price settingPricing objectives
- Pricing strategy
- Bases of pricing
- Adapting the pricing strategy,Customary pricing, One price policy. Odd pricing, Multiple unit pricing, Price lining. High low pricing, Flexible pricing. Bundle pricing, leader pricing, Bait and switch pricing coupons and rebates. Private label pricing, internet pricing,
- Reference pricing concept,
- Benchmarking concept.
- Impact of reference pricing
- Reference pricing controversy
- Implications of reference prices.

**4. Methods of retail Expansion:**

**15%**

- The concept of (foreign direct investment.
- The need for foreign direct investment in Indian retail.
- Methods of retail expansion.
- The concept of franchising.
- Evolution of Franchising.
- Types of franchising.
- Advantages and disadvantages of Franchising.
- The International franchising scene .
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- Reasons for failure in International Retail.

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  - Functions of buying for different types of organizations.
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- Concept of Merchandise planning.
  - Implications of merchandise planning.
  - The process of Merchandise planning.
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    - Stage-2. Determining the merchandise requirement.
    - Stage-3. Merchandise Control
    - Stage- 4. Assortment planning.
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  - Types of Merchandise planning.
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