INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

SERVICES AND RETAILING MANAGEMENT								
IV Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
CMBE48	**Elective**	4	-	-	4	40	60	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		
Prerequisite: **Marketing Management**								
SDGs Mapped: **SDG 8 (Decent Work & Economic Growth), SDG 12 (Responsible Consumption & Production)**								

I. COURSE OVERVIEW:
The aim of this course is to equip with the knowledge and skills to manage service delivery, enhance customer satisfaction, and develop effective retail strategies. The course emphasizes the unique challenges of marketing services, designing service experiences, and understanding consumer behavior. Additionally, it explores the dynamics of retailing, merchandise management, store operations, and strategic approaches for pricing, location, and promotions in competitive markets.

II.OBJECTIVES:
The students will try to learn:

I. The fundamental concepts, characteristics, and challenges of services marketing.
II. Analyze consumer behavior and service expectations to design superior service experiences.
III. Develop skills in designing, managing, and delivering services with a focus on quality and customer satisfaction.
IV. Understand retail operations, merchandise management, and store management practices in both organized and unorganized sectors.
V. Formulate effective retail strategies related to pricing, promotion, location, and e-tailing.

III. COURSE OUTCOMES:
At the end of the course students should be able to:

CO1	Recall key concepts, characteristics, and classifications of services and retailing.
CO2	Explain consumer behavior, expectations, and satisfaction in service and retail contexts.
CO3	Apply service design, service quality frameworks, and service recovery strategies to real-world situations.
CO4	Analyze merchandise management, store layout, and retail operations for optimal performance.
CO5	Develop retail strategies related to pricing, promotion, and location to enhance business performance.
CO6	Evaluate emerging trends in services and retailing, including e-tailing and innovative service practices.

IV. COURSE CONTENT:

MODULE-I- INTRODUCTION TO SERVICES MARKETING - Classes: (08)
Services: Concepts, Characteristics and Classification of Services, Factors responsible for Growth of Services Sector, Challenges faced by the Services Sector, Services Marketing Mix, Service Marketing Triangle, Consumer Behaviour in Services, Consumer Expectations and Perception of Service, Customer Satisfaction, Listening to Customers through Research, Building Customer Relationships, Service Failure, Service Recovery Strategies.

MODULE -II- DESIGNING AND MANAGING SERVICES - Classes: (09)
Service Innovation: Design and Mapping Patterns, Service Quality and Quality Measurement, Gap model of Service Quality, Service Excellence, Service Standards: Factors & Types, Physical Evidence: Managing Physical Evidence, Servicescape and Designing the Servicescape, Service Blueprinting, Strategies to match Service Promises with Delivery, Service Guarantee, Ethics in Service Firms.

MODULE -III- INTRODUCTION TO RETAILING - Classes: (09)
Introduction to retailing, functions of retailing, types of retailing, Emergence of organized retailing, customer buying behaviour in retailing, retailing strategy, target market and retail format, growth strategies of retail in competitive markets.

RETAILING IN INDIA: The present Indian retail scenario, factors affecting retailing in India, retailing opportunities in India, Rural retailing, region wise analysis of Indian retailing.

MODULE -IV- MERCHANDISE AND STORE MANAGEMENT - Classes: (09)
Sources of merchandise, category management, allocation of merchandise, merchandise presentation techniques, logistics management, Objectives of good store design, store layout, types of store layout and design, Space planning, store atmospherics, traffic flow and analysis.

MODULE -V- LOCATION, PRICING AND PROMOTION STRATEGIES - Classes: (10)
Shopping centers, freestanding sites, location and retail strategies, factors affecting the demand for a region or trade area, factors affecting the attractiveness of a site, retail pricing strategies, pricing adjustments, using price to stimulate retail sales, promoting the merchandise, retail promotion strategies, E-tailing: Types, Benefits & Challenges.

V. TEXT BOOKS:

1. Douglas K. Hoffman & John E.G. Bateson, Services Marketing, 6e, Cengage, 2025.
2. Prof. Long Yáng "Retail management", 8th edition, in 2021.
3. Dr.V. Chitra, Dr.V. Mahalakshmi "Retail management "in 2021.
4. Swapna Pradhan "Retail management Text and Cases",6th edition, in July 2020.
5. Gibson "Retail management ",5th edition in September 2017.

VI. REFERENCE BOOKS:

1. S. Shahjahan, Services Marketing, Himalaya Publishing House, 2017
2. Swapna Pradhan," Retail Management-Text and Cases", TMH, 5th Edition, 2015.
3. Dr. Harjit Singh, "Retail Management a Global Perspective text and cases", Chand, 3rd Edition, 2011.
4. Aditya Prakash Tripathi, Noopur Agrawal, "Fundamentals of Retailing" (text and cases), Himalaya Publication House, 1st Edition, 2009.

VII. WEB REFERENCES:

1. http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131203017.pdf
2. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf

VIII. E-TEXT BOOKS:

1. https://www.welingkaronline.org/autoptlibrary/librarynotices/retailmanagement.pdf
2. https://www.amazon.in/dp/B07DX3P3H6/ref=cm_sw_r_apan_glt_90BT0TMXYS6VHR2ES9AD.
3. https://www.amazon.in/dp/B00HJMKIMC/ref=cm_sw_r_apan_glt_CQ9AT2T1GB1VDVBD8ERE
4. https://ebooks.lpude.in/management/mba/term_3/DMGT550_RETAIL_MANAGEMENT.pdf.