

Retail & Rural Marketing



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Description

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RATING OF BOOK: EXCELLENT

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Unit I:

Retailing – Definition, Functions, Importance, Types of retailing – Store and Non store – Retailing in India – Current scenario – Consumer buying decision process – Influencing factors, Consumer shopping behavior – Impact of IT in retailing.

Unit II:

Retail location decision – Trading area analysis – Types of location site evaluation – Store design – Layout and space management – Visual merchandising and displays – Retail pricing - approaches, influencing factors.

Unit III:

Retail promotion – Setting objectives – Role of advertising – Sales promotion – Personal selling – Public relations and relationship marketing in retailing – Human resource issues and considerations – Customer service management – Consumerism and ethics in retailing.

Unit IV:

Rural marketing – Definition and importance – Characteristics of Rural markets – Problems and challenges in Rural marketing – Profile of the Rural consumer – Factors influencing Rural consumer behavior - Rural STP – Rural marketing strategy.

Unit V:

Marketing Mix for Rural Market – Rural Product – Rural price – Rural distribution – Rural communication.

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