

Lesson Plan

CBCS BBA Honours Program: Semester – VI

Paper: DSE-III 6MB

Distribution and Retail Management

(Lectures: 65 Hours)

Unit and Topic	Content	Hours
Unit I: Distribution Channel System	Distribution– Basic concept, emerging trends and challenges; functions and types of channel;	4
	channel management	3
Unit II: Distribution location and channel decisions	Distribution channel decisions and logistic issues; Transportations, Inventory, Warehousing;	5
	Factors affecting channel decisions; motivating channel members; conflict resolution;	3
	Distribution audit and control	5
		2
Unit III: Introduction to Retailing	Definition, Characteristics, Types of retailing; Evolution of Retailing in India, Emerging Trends in Retailing,	7
	Factors Behind the change of Indian Retail Industry;	
	Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix, CRM	3
		5
Unit IV: Retail Operations	Elements/Components of Retail Store Operation; Store Planning: Design & Layout, Location Planning and its importance,	5
	Retailing image mix, Effective Retail Space Management, Floor Space Management;	5
	Store Administration, Store Manager –Responsibilities, Inventory Management,	3
	Management of Receipts,	1
	Customer Service, Management of Retail Outlet/Store,	2
	Store Maintenance, Store Security.	2
Unit V: Retail Merchandising	Buying function, Markups & Markdown in merchandise management,	4
	Shrinkage in Retail merchandise management;	2

	Merchandise Pricing: Concept, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.	4
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Advertising and Sales Promotion

(Lectures: 65 Hours)

Unit and Topic	Content	Hours
Unit 1: - Introduction	Communication Process; IMC: meaning and importance;	8
	Communication models: AIDA, Hierarchy of Effects, innovation adoption model;	4
	Advertising as a tool of communication; Meaning, nature and importance of advertising;	4
	Types of advertising; development of advertising; social, ethical and legal aspects of advertising;	4
	Advertising Agencies: meaning, types and functions	
Unit 2: - Setting advertising objectives and budgeting	Audience analysis; Advertising objectives: Sales-oriented, communication –oriented,	5
	DAGMAR approach; budgeting approaches	3
	factors influencing advertising budget	4
Unit 3: - Message Development	Positioning Strategies;	3
	Advertising appeals;	3
	Execution styles;	4
	Layout designing	3
Unit 4: - Media Planning and Scheduling	Media decisions: media class, media vehicle & media option, factors influencing media planning; characteristics,	4
	Advantages and drawbacks of different types of media;	4
	Media Scheduling: flighting, pulsing, & continuous	4
Unit 5: - Sales Promotion	Importance & need for sales promotion, reasons for growth of sales promotion;	4
	planning for consumer schemes & contests, different types of consumer schemes	4