



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

SERVICES MARKETING AND RETAIL MANAGEMENT								
I YEAR II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB027M5	CORE	L	T	P	C	CIE	SEE	Total
		3	0	-	3	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basics of Services Marketing and Retail Management								

COURSE OVERVIEW:

This course provides comprehensive knowledge of Services Marketing and Retail Management, focusing on service design, service quality, customer satisfaction, retail strategies, store management, pricing, and promotion. It enables students to understand the growth of the services sector, service recovery strategies, retail formats, merchandise management, and emerging trends such as e-tailing. The course integrates theoretical foundations with practical retail applications in the Indian context, including rural retailing and organized retail growth.

COURSE OBJECTIVES:

- To understand foundational concepts and characteristics of services marketing and analyze customer expectations and satisfaction in service delivery.
- To explore and apply tools and strategies for designing quality services and maintaining service standards.
- To examine the evolution, functions, and formats of retailing, with focus on the Indian retail landscape.
- To understand and apply principles of merchandise sourcing, category management, store layout, and logistics in retail operations.
- To evaluate the impact of location, pricing, and promotional strategies in driving retail performance and customer engagement.

COURSE OUTCOMES: After completion of the course, students should be able to

- Explain components of the services marketing mix and evaluate consumer behaviour and service recovery strategies.
- Construct service blueprints and assess service quality using GAP model; recommend strategies for service excellence and ethics.
- Analyze retail strategies and differentiate retail formats while evaluating retail opportunities in India.
- Design effective store layouts and formulate merchandise presentation strategies.

- Develop pricing and promotional plans for retail formats including e-tailing.

UNIT-I: INTRODUCTION TO SERVICES MARKETING: 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

UNIT-II: DESIGNING AND MANAGING SERVICES: 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.

UNIT-III: INTRODUCTION TO RETAILING: 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.

UNIT-IV: MERCHANDISE AND STORE MANAGEMENT: 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.

UNIT V: LOCATION, PRICING AND PROMOTION STRATEGIES: Shopping centres, 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.

TEXT BOOKS:

1. Douglas K. Hoffman & John E.G. Bateson, Cengage, 6th Edition, 2025.
2. S. Shahjahan, Himalaya Publishing House, 2017.
3. Bajaj, Tuli & Srinivastava, Oxford Publications, 2016.

REFERENCE BOOKS:

1. Services Marketing – Govind Apte, Oxford Press, 2011.
2. Services Marketing – John E.G. Bateson & K. Douglas Hoffman, Cengage Learning, 4th

Edition, 2012.

3. Retailing Management – Levy & Weitz, McGraw Hill, 2015..

ELECTRONIC RESOURCES:

1. http://catalogue.pearsoned.ca/assets/hip/ca/hip_ca_pearsonhighered/samplechapter/0131203
2. http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

