

RETAIL MANAGEMENT

UNIT I: Introduction

Week 1

1. Retail Industry Overview
2. Role of Retail Management

Week 2

3. Retail Formats

UNIT II: Operations and Merchandising

Week 3

4. Retail Operations Management
5. Staffing and Scheduling

Week 4

6. Store Layout
7. Merchandising Strategies

Week 5

8. Inventory Management

UNIT III: Visual Merchandising

Week 6

9. Visual Merchandising Principles
10. Store Design

Week 7

11. Window Displays
12. Branding in Visual Merchandising

UNIT IV: Marketing and Promotion

Week 8

13. Fashion Retail Marketing
14. Digital Marketing

Week 9

15. Social Media Strategies
16. Promotional Events

UNIT V: Business Development

Week 10

17. Retail Analysis
18. Sales Data Analysis

Week 11

19. Business Growth Strategies

Review and Deep Dive

Week 12

20. Review of UNIT I and UNIT II

Week 13

21. Review of UNIT III and UNIT IV

Week 14

22. In-depth Discussion on Retail Operations Management

Week 15

23. In-depth Discussion on Visual Merchandising

Final Week

Week 16

24. Comprehensive Review of Business Development and Marketing Strategies