

Sales and Retail Marketing

Introduction

This course takes into account two critical aspects of Marketing that is Sales and Retail. Retailing is a growing and diverse industry that contributes to the overall economy of any country. Recent years have seen a mushroom growth of retail businesses and formats. Sales are assurance of growth and revenue. Sales are the means by which retailing achieves its revenue and assurance of revenue. Sales marketing has changed and emerged as a comprehensive discipline in the wider marketing framework. This module will take into account a strategic focus on the role and Importance of both sales and retail marketing. The module will take into account street marketing from a Pakistani Market's perspective.

Course Objectives

- a. To understand the basic nature and scope of Sales and Retail Marketing
- b. To understand the application of Sales and Retail Marketing Principles and Concepts in the real world.

Upon completion of course students should be able to:

- a. Understand how and why use Sales and Retail Marketing for multiple objectives in a small to large organization.
- b. Understanding Sales management and evaluation process
- c. Understanding Retail Design and Implementation of Retail Strategies.

Content

- a. The Changing Retail Environment
- b. Theories of Retailing
- c. Retail Strategy
- d. Retail supply chain application and evaluation
- e. Retail Buying
- f. Retail Logistics
- g. Retail Operations
- h. Retail Security

- i. Merchandising in Retailing
- j. Digital Marketing for Retailing
- k. Sales Planning
- l. Time Management Territory Planning and Sales Forecasting
- m. Recruiting, Interviewing and Hiring the best
- n. Motivation, Compensation, Recognition and Reward planning
- o. Training, Coaching and Counseling
- p. Leadership in Sales Marketing

Textbook and Reference books:

- a. Schwartz Fundamentals of Sales Management AMACOM, USA
- b. Fernie and Moore Principles of Retailing, Butterworth Heinemann, UK