

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Retail Marketing Strategy

Subject Co-ordinator - Prof. Sourabh Arora

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Understanding Retailing from a Strategic Standpoint
- Lecture 2 - Why is Retailing so Important: Strategic Perspectives
- Lecture 3 - Strategic Standpoint and Evolution of Retailing
- Lecture 4 - Evolution of Retailing
- Lecture 5 - Value Creation
- Lecture 6 - Retailing Theories Role in Supply Chain
- Lecture 7 - Retailing Theories and Retailers Role in Supply Chain
- Lecture 8 - Retailers Role in Supply Chain and Retail Management Decision Process
- Lecture 9 - Retail Management Decision Process (Continued...) and Kahn's Retailing Success Matrix
- Lecture 10 - Retail Management Decision Process and Kahn's Retailing Success Matrix
- Lecture 11 - Retail Management Decision Process, Kahn's Retailing Success Matrix and Success Factors
- Lecture 12 - Kahn's Retailing Success Matrix and Success Factors for Retailing
- Lecture 13 - Success Factors for Retailing and View of Consumer Decision Making Processes
- Lecture 14 - Success Factors for Retailing and View of Consumer Decision Making Processes (Continued...)
- Lecture 15 - Consumer Decision Making Processes (Continued...)
- Lecture 16 - Consumer Decision Making Processes (Continued...)
- Lecture 17 - Consumer Decision Making Processes (Continued...) and Consumer Motives
- Lecture 18 - Tenets of Customer Centric Approach: A Retailers Perspective
- Lecture 19 - Private Label Brands
- Lecture 20 - Types of Private Label Brands and Introduction to Multi and Omni-Channel Retail
- Lecture 21 - Introduction to Multi and Omni-Channel Retail
- Lecture 22 - Introduction to Multi and Omni-Channel Retail (Continued...)
- Lecture 23 - Introduction to Multi and Omni-Channel Retail (Continued...)
- Lecture 24 - Formulating a Successful Retail Strategy
- Lecture 25 - Formulating a Successful Retail Strategy
- Lecture 26 - Formulating a Successful Retail Strategy (Continued...)
- Lecture 27 - Formulating a Successful Retail Strategy (Continued...)
- Lecture 28 - Formulating a Successful Retail Strategy (Continued...)
- Lecture 29 - Formulating a Successful Retail Strategy (Continued...)

Get DIGIMAT For High-Speed Video Streaming of NPTEL and Educational Video Courses in LAN

<http://www.digimat.in>

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

- Lecture 30 - Formulating a Successful Retail Strategy (Continued...)
- Lecture 31 - Location Decisions
- Lecture 32 - Location Decisions
- Lecture 33 - Pricing Decisions
- Lecture 34 - Merchandise Management and Planning
- Lecture 35 - Merchandise Management and Planning (Continued...)
- Lecture 36 - Role of HRM in Retailing
- Lecture 37 - Role of HRM in Retailing (Continued...)
- Lecture 38 - Motivating Employees
- Lecture 39 - Showrooming and Webrooming
- Lecture 40 - Showrooming and Webrooming
- Lecture 41 - Virtual Reality, Augmented Reality and Artificial Intelligence in Retailing