

OBJECTIVES:

The student enables to

- acquire knowledge on Retail and Digital marketing
- analyze the problems related to Retail and Digital marketing
- gain knowledge of Case Studies on Marketing Models of Retail and Digital marketing.

COURSE OUTCOMES:

Students at the successful completion of the course shall be able to:

CO1. Explain the concepts and principles about the retail and digital marketing;

CO2. Identify and analyze the opportunities related to retail and digital marketing available in the local area;

CO3. Apply the concept to formulate the new strategies related to retail and digital marketing;

CO4. Demonstrate the practical skills required to get employment in retail and digital marketing or to start own digital marketing.

MODULE-I:

Concept of Marketing - Type of Markets – Marketing Mix – Marketing Strategies – Marketing Segmentation – Marketing Organization - Marketing Research - Pricing Policies and Practices - Major Players in Retail and Digital Market in India.

MODULE-II:

Understanding Product and Consumer -Marketing Product Types – Product Decision and Strategies - Product Life Cycle - Consumer Behaviour Model – Factors of Consumer Behaviour - Understanding Indian Consumer - Strategies of persuading the Consumer – Sale Promotion: Advertisement, Branding and Packaging.

MODULE-III:

Retail Marketing- Concept of Retail Marketing – Types of Retailing – Big and Small Retail Markets - Retail Marketing Mix – Essentials of Successful Retail Marketing - Retail Marketing Strategies – Multichannel Retailing – Store Management – Shopping Market Dynamics. 12

MODULE-IV:

Digital Marketing: Concept and Types – Telemarketing –Online or e-tailing – Essentials of Digital Marketing –Difference between Physical Retail and Digital Marketing – Digital Marketing Channels - Customer Behaviour in Digital Marketing – Major players in Digital Marketing and their Marketing Strategies - Tools and Apps of Digital Marketing.

MODULE-V:

Marketing Models and Case Studies-Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels- Discussion of two different types of Case Studies related to Retail and Digital Marketing.

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3. Jermy Kagan and Siddarth Shekar Singh: Digital Marketing & Tactics, Wiley Publishers, 2020.
4. Philip Kotler: Marketing Management, 11th Edition, Prentice-Hall of India Pvt. Ltd., New Delhi, 2002.
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6. IGNOU: Marketing for Managers, New Delhi. <http://egyankosh.ac.in/handle/123456789/42717>.
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<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>.
7. NITI Aayog: Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat, 2021.
<https://niti.gov.in/writereaddata/files/Connected-Commerce-FullReport.pdf>.
8. IASRI Course in Agribusiness Management and Trade Concepts in Marketing <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=710>.
9. World Bank: Digital Economy in South East Asia: Strengthening the Foundations for Future Growth, 2019.
<https://documents1.worldbank.org/curated/en/328941558708267736/pdf/TheDigital-Economy-in-Southeast-Asia-Strengthening-the-Foundations-for-FutureGrowth.pdf>.
10. Relevant web resources suggested by the teacher and college librarian.