

**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 analyse 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.

**REFERENCES:**

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2. Prashant Chaudary: Retail Marketing in the Modern Age, Sage Publication, 2019.
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.
5. S. Neelamegham: Marketing in India, 3rd edition, Vikas Publications, New Delhi, 2000.
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<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>.
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<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.