

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM
V SEMESTER
ECS-E2-5754 (2)
w.e.f. 20AH Batch

ECONOMICS
RETAIL & DIGITAL MARKETING
ECONOMICS PRACTICAL – IIIB
PRACTICAL SYLLABUS

Time: 2Hrs/Week
Max.Marks:50

Objectives:

- students are enable to
- Understand marketing process
- Identify the differences between physical and digital marketing

Course outcomes:

- **After completion of the course, students gain**
- **Practical knowledge of retail marketing and its influencing factors**
- **Familiar with digital marketing channels.**
- **Acquire knowledge in different marketing strategies.**

Unit I: Marketing strategies, pricing policies in retail and digital marketing.

Unit II : Consumer behaviour - sales promotions. Advertisement -branding and packaging.

Unit III: Retail marketing strategies.

Unit IV: Digital marketing channels. Major players in digital marketing.

Unit V : Marketing models of retail and digital. Market companies - shops – local, national and global levels - two different types of case studies.

** ** **