

(Skill Enhancement Course)

## **14 B. RETAIL AND DIGITAL MARKETING**

**Course Objective:** This course is aimed to give a complete view of the retail marketing and a comprehensive examination of the retail environment in both physical and digital arena.

**Course Learning Outcomes:**

Upon completion of this course, the students shall be able to achieve the following outcomes:

**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:** Examine the strategies in retail marketing

**CO4:** Demonstrate the practical skills in applying digital marketing strategies

**CO5:** Evaluate different marketing models

**Unit- 1: Concept Of Marketing**

- Marketing: Concept and Types; Marketing Mix; Marketing Strategies
- Marketing Segmentation; Marketing Organizations; Marketing Research
- Pricing Policies and Practices
- Major Players in Retail and Digital Market in India

**Unit- 2: Understanding Product and Consumer**

- Product Marketing Types; Product Decisions and Strategies
- Product Life Cycle; Factors of Consumer Behaviour
- Understanding Indian Consumer, Strategies of persuading the Consumer
- Sale Promotion: Advertisement, Branding and Packaging

**Unit- 3: Retail Marketing**

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

**Unit -4: Digital Marketing**

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

## Unit- 5: 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 physical Retail Marketing.
- Discussion of two different types of Case Studies related to Digital Marketing

### References:

1. Venkatesh Ganapathy: *Modern Day Retail Marketing Management*, Bookboon Company, 2017. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
2. PrashantChaudary: *Retail Marketing in the Modern Age*, Sage Publication, 2019
3. Jermy Kagan and SiddarthShekar Singh: *Digital Marketing & Tactics*, Wiely Publishers, 2020.
4. Digitalmarketer: The Ultimate Guide to Digital Marketing. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
5. NITI Aayog: *Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat*, 2021. <https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>

### Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like marketing research, product life cycle analysis, preparing marketing model, behavior with customer, store management, use of important digital marketing websites and apps etc. pertaining to retail and digital marketing organization and make a field visit to any one such unit in local area. The expertise of practicing marketing persons can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of retail and digital marketing organization in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

### Suggested Activities:

Unit-1: Invited Lectures with academic experts and practicing marketing persons

Unit-2: Hands on experience by field experts on digital marketing

Unit-3: Assignments on physical retail marketing

Unit-4: Debates on related topics ex. case studies of local relevance

Unit-5: Seminars, Group discussions, Quiz, etc. on related topics