ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 40/2019-20/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:20.01.2021

NOTIFICATION

Sub: Syllabus of Career Oriented Programme in Retail Management and Digital Marketing

Ref: Academic Council approval vide agenda No.: ಎ.ಸಿ.ಸಿ.:ಶೈ.ಸಾ.ಸ.2:7(2020–21) dtd 23.12.2020.

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The syllabus of Career Oriented programme in Retail Management and Digital Marketing which has been approved by the Academic Council at its meeting held on 23.12.2020 is hereby notified for implementation with effect from the academic year 2020-21.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)

REGISTRAR

To,

1. The Principals of the College concerned
2. The Chairman, Combined BOS in Tourism & Travel Management, Hospitality Management & PG Diploma in Tourism Hotel Management, Aviation and Hospitality Management.
3. The Registrar (Evaluation), Mangalore University, Mangalagangothri.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the website.
7. Guard File.

MANGALORE UNIVERSITY

CAREER ORIENTED PROGRAMME IN RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM

Guidelines Regarding Practical/ Project

PREAMBLE:

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US$ 3,600 billion by 2020 from US$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around eight per cent of the employment. India is the world's fifth-largest global destination in the retail space.

India is the world's fifth largest global destination in the retail.

The future of digital marketing in India

Digital marketing mean provide goods and services through internet .We use those things for digital marketing such as mobile phones, tablets, display advertising, and any other digital medium. In India, Digital Marketing begun to get obvious around 2010. With the passage of E-Commerce players like Snapdeal and Flipkart, the advanced promoting field begun to pick. The business development in the vicinity of 2010 and 2017 has been colossal. Different figures on the web about Digital Marketing in India peg the development at 25% to 40% on a yearly basis. .

OBJECTIVE:

1. To identify the consumer needs and wants.

2. To serve a link between the manufacturer and end consumers

3. To improve communication with retail customers

4. To improve sales target

5. To provide efficient customer service knowing the power of mouth advertisement

SYLLABUS/CURRICULUM : RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM)

I YEAR (LEADING TO CERTIFICATE)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
RMDM Paper-I	3	3	100	50	150
Practical I	3	3	100*	50**	150

*Every student is expected to maintain a record book comprising minimum of five assignment from the syllabus or related areas each of 10 marks .(5x10=50) Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks.

(Record Book 50marks+ Viva voce 50 marks =100)

** 50 marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

II YEAR (LEADING TO DIPLOMA)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
RMDM Paper-II	3	3	100	50	150
Practical II	3	3	100*	50**	150

*Every student is expected to maintain a record book comprising minimum of five assignment from the syllabus or related areas each of 10 marks .(5x10=50) Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks.

(Record Book50marks+ Viva voce 50marks =100)

** 50marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

III YEAR (LEADING TO ADVANCED DIPLOMA)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
RMDM Paper-I	3	3	100	50	150
Practical III	3	3	100*	50**	150
Project	3	Viva voce	100***		100

*Every student is expected to maintain a record book comprising minimum of five assignment from the syllabus or related areas each of 20 marks .(5x20=100)

** 50 marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

***Every student is expected to take up a project work under a teacher guidelines relating to the area of their study and submit a report containing a minimum of 50 pages which will have two valuations (1 internal and 1external) for a maximum of 50 marks. A viva voce examinations to be conducted based on their project report by the external examiner/ examiners for a maximum of 50 marks.

PAPER: 1

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM) - 1

CERTIFICATE

OBJECTIVE:-

1. The aim of the course is to prepare students for gaining knowledge on retailing recruitment and training
2. The aim of the course is to help students to learn digital Marketing system.
3. This Course helps students to learn all the aspects of marketing and sales

METHODOLOGY:-

1. Direct Instruction
2. Flipped Classrooms
3. Kinaesthetic Learning
4. Differentiated Instruction
5. Inquiry-based Learning
6. Expeditionary Learning
7. Personalized Learning
8. Game-based Learning

CHAPTER : I **Introduction to Retailing**

1.1 Growing Importance of Retailing
1.2 Retail Models
1.3 Theory of Retail Development
1.4 Modern retail Formats in India
1.5 Retailing in rural India

CHAPTER : II **Marketing and Sales management**

2.1 Functions of Marketing

2.2 Personal Selling and Public Relations

2.3 Sales Management

2.4 Development and Conducting Sales training programme

2.5 Designing and Administering Compensation Plans

CHAPTER : III Digital Marketing

3.1 importance of digital marketing

3.2 Digital and traditional marketing

3.3 new trends and current scenario of the world

3.4 Analysis of recent info graphics

3.5 Ecommerce

CHAPTER : IV Components of E-Marketing

4.1 Customers (Buyers) Impulsive

4.2 Patient and Analytical Sellers and Products

4.3 Digital Marketing Products

4.4 Objectives of E- marketing

4.5 Building a Product System

BOOKS FOR REFERENCE:-

1. Retail management; By Dr Harjit Singh , 2009- Publication S Chand Co-LTD

2. Digital Marketing Alan Charles 2012 Publication Pearson education

3. Marketing Management ; By Kotler and lane 2012 Publication pearson education

4. Retail Management **,** A.sivakumar (1997) Excel books , New Delhi.

5 . Retail Marketing Management, David Gilbert (2003) Dorling Kindersley Pvt Ltd New Delhi.

6. Digital Marketing Strategy , Simon kingsnorth, kogan page ltd.

PAPER :2

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM) II

(DIPLOMA)

OBJECTIVE:-

1. Students will understand growing importance of digital marketing
2. Students will understand the working on boards.
3. Students' perspective on Sales & Marketing departments
4. Students gets knowledge about different brands
5. Students will learn basic Marketing skills

METHODOLOGY:-

1. Direct Instruction
2. Flipped Classrooms
3. Kinaesthetic
4. Learning
5. Differentiated Instruction
6. Inquiry-based Learning
7. Expeditionary Learning
8. Personalized Learning
9. Game-based Learning
10. Seminars

CHAPTER : I <u>Supply chain management</u>

1.1 Supply chain Network

1.2 Inventory Management

1.3 Rational of Discounts

1.4 Sourcing and vender selection

1.5 Lead Time Uncertainty and Product availability

CHAPTER : II <u>Customer Relationships and Behaviour</u>

2.1 Understanding Consumer and Market Segments

2.2 Consumer Behaviour and Marketing strategy

2.3 Consumer Perception

2.4 Decision and its Marketing Implications

2.5 Opinion Leadership.

CHAPTER : III: : E-Marketing Tools

3.1 E-Mail Marketing

3.2 Social Media Marketing

3.3 Pay-Per-Click Advertising

3.4 Blogging and Classified Advertising.

3.5 growing importance of marketing

CHAPTER : IV : Legal and Ethical Issues in E-Marketing

4.1 Need for E-Business Legal Protection,

4.2 Legal and Ethical Issues in E-Marketing

4.3 Digital Property

4.4 Online Expression

4.5 Emerging Issues in E- Marketing

BOOKS FOR REFERENCE:-

1. Retail management; S.C Bhatia and Gurpreet Randhawa (2008) Atlantic publishers & Distributors Pvt Ltd New Delhi.

2. Digital Marketing Alan Charles 2012 Publication Pearson education

3. Marketing Management ; Kapil Sharma (2009) , Global India Publications Pvt Ltd New Delhi.

4. Retail Management ,G Vedamani (2003) Jaico Publishing House , New Delhi

5. Retail Management ,R . Sudarshan (2007) Global India Publications Pvt Ltd New Delhi.

6. Retail Management ,Neelesh Jain , Global India Publications.

PAPER :3

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM) III

(ADVANCED DIPLOMA)

OBJECTIVE:-

1. Students will understand the different marketing techniques
2. Complete knowledge about digital marketing
3. Sudents shows interest in E-Commerce

METHODOLOGY:-

1. Direct Instruction
2. Flipped Classrooms
3. Kinesthetic Learning
4. Differentiated Instruction
5. Inquiry-based Learning
6. Expeditionary Learning
7. Personalized Learning
8. Game-based Learning
9. Seminars

CHAPTER : I International retailing

1.1 International Marketing Research and Information System

1.2 Market Analysis

1.3 . International Retail Environment

1.4 Methods of International Retailing

CHAPTER : II Retail planning

2.1 Human Resource Management in Retailing Recruitment,

2.2 Relationship Marketing in Retailing,

2.3 Brand Management.

2.4 Retail Plans

CHAPTER : III Retail stores and operation management

3.1 Setting up Retail organization

3.2 Objectives of Good store Design,

3.3 Responsibilities of Store Manager

3.4 Store Record

CHAPTER : IV Methods and Techniques of E-Marketing

4.1 Objectives of E - Marketing

4.2 Direct Marketing Techniques

4.3 Online Seminar Techniques

4.4 Word-of-Mouth Marketing Techniques

CHAPTER : V Strategic Advantages of E—Marketing

5.1 Creating New Sources of Competitive Advantage

5.2 Targeting Underserved Segments

5.3 Delivery Systems for Digital Products,

5.4 Creating an Efficient Marketplace

5.5 Creating a Virtuous Cycle.

BOOKS FOR REFERENCE:-

1. Retail management; Suja Nair (2006) Himalaya Publishing House , New Delhi
2. Digital Marketing Alan Charles 2012 Publication Pearson education
3. Marketing Management ; Rajan Saxsena (2009) , Tata McGraw-Hill,New Delhi.
4. Marketing Management , Tapan K Panda (2007) Excel Books , New Delhi.
5. Retailing Management , Tata McGraw-Hill, New Delhi.
6. Retail Management , U.C Mathur (2010) International Publishing House Pvt Ltd , New Delhi.