ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC Grade)

ಕ್ರಮಾಂಕ/No. : MU/ACC/CR.3/2023-24/A2

ಕುಲಸಚಿವರಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:02.11.2026

NOTIFICATION

Sub: Revised syllabus of Career Oriented Programme in Retail Management and Digital Marketing.

Ref: Academic Council approval vide agenda No.:ಎಸಿಸಿ:ಶೈ.ಮ.ಸಾ.ಸ.2:2 (2026-27) dtd 29.09.2026.

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The revised syllabus of Career Oriented Programme in Retail Management and Digital Marketing which is approved by the Academic Council at its meeting held on 29.09.2026 is hereby notified for implementation with effect from the academic year 2026-27 and onwards.

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

REGISTRAR

To

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, UG & PG BOS in Commerce, Dept. of Commerce, Mangalore University.
3. The Principals of the Colleges Concerned.
4. The Director, Computer Centre, Mangalore University – with a request to publish in the University Website.
5. Guard File.

COURSE:1

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM)-1
(CERTIFICATE)

OBJECTIVE:

By the end of this course, the students will be able to:

1. Discuss about retail recruitment and training
2. Outline digital marketing systems.
3. Synthesize some core concepts about sales and marketing.

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

CHAPTER I:Introduction to Retailing

1.1 Meaning, types, functions of a retailer, history &evolution of retailing.
1.2 Growing importance of retailing, Theory of Retail Development.
1.3 Retail Models, Modern Retail Format in India.
1.4 Retail strategy & planning, Retail Mix, (6Ps).
1.5 Retailing in rural India.

CHAPTERII: Marketing and Sales Management

2.1 Meaning, functions of marketing, types of marketing.
2.2 Marketing strategy &planning, Public Relations.
2.3 Personal selling, sales management, sales strategy & planning.
2.4 Development & conducting sales training programme.
2.5 Pricing strategy; designing & administering compensation plans for retail segment including SPIFFs.

CHAPTER III: Digital Marketing

3.1 Definition, importance, core digital marketing channels.
3.2 Differences between traditional and digital marketing.
3.3 New trends in digital marketing.
3.4 E-commerce.

CHAPTER IV: Components of E-Marketing

4.1 Meaning, different components of e-marketing; objectives of e-marketing
4.2 Digital marketing products
4.3 Strategies under E-marketing, analysis of info graphics
4.4 Building a Product System

BOOKSFOR REFERENCE:

1. *Retail Management: Text & Cases*,HarjitSingh(2009), S Chand Co-Ltd.
2. *Digital Marketing: A Practical Approach*,Alan Charlesworth(2012),Pearson Education.
3. *Marketing Management,* Philip Kotlerand Kevin Lane Keller (2012), Pearson Education.
4. *Retail Management***,**A. Sivakumar (1997),Excel Books.

5 *Retail Marketing Management,* DavidGilbert(2003),Dorling Kindersley Pvt Ltd.
6 *Digital Marketing Strategy: An Integrated Approach to Online Marketing,* Simon Kingsnorth (2025), Kogan Page Ltd.

COURSE:2

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM) II (DIPLOMA)

OBJECTIV:
By the end of this course, the students will be able to:

1. Understand growing importance of digital marketing.
2. Demonstrate the operational workflow of digital boards.
3. Analyze the shifting perspectives and collaborative roles between corporate sales & marketing departments.
4. Identify and differentiate major global brands.
5. Apply foundational marketing skills to real-world business scenarios.

METHODOLOGY:

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

CHAPTER I: Supply Chain Management

1.1 Meaning, objectives, importance of Supply Chain Management.
1.2 Role of distribution, factors influencing distribution.
1.3 Inventory Management – common inventory management methods and benefits.
1.4 Designing supply chain network, sourcing & vendor selection.
1.5 Lead time uncertainty and product availability.

CHAPTER II: Customer Relationships and Behaviour

2.1 Understanding the consumer & market segmentation, marketing strategies.
2.2 Consumer perception – how to measure and improve the perception.
2.3 Opinion leadership – meaning, feature, types. Role of an opinion leader in marketing.
2.4 CRM Concepts – acquiring customer, types, benefits.
2.5 Decision making &market implications; rationale of discounts.

CHAPTERIII : E-Marketing Tools

3.1 Core pillars of E-marketing; 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 – AI.

CHAPTER IV: Legal and Ethical Issues in E-Marketing

4.1 Need for E-Business legal p rotection.

4.2 Legal and ethical i ssues in E-marketing.
4.3 Advertising & promotional standards.
4.4 Digital property (focus on IPR), social responsibility & corporate governance.
4.5 Emerging Issues in E-marketing.

BOOKSFOR REFERENCE:

1. *Retail Management*,S.C.Bhatia (2008)Atlantic Publishers & Distributors Pvt. Ltd.
2. *Digital Marketing: A Practical Approach,*AlanCharlesworth(2012),PearsonEducation.
3. *Marketing Management: How to Create, Win & Dominate Markets,* Kapil Sharma (2009), Global India Publications Pvt. Ltd.
4. *RetailManagement*,Gibson G. Vedamani(2003),JaicoPublishingHouse.
5. *Retail Management: Principles & Practices*, R.Sudarshan(2007),New Century Publications.
6. *Retail Management: A Realistic Approach,*NeeleshJain (2008),GlobalIndia Publications.

COURSE:3

RETAIL MANAGEMENT AND DIGITAL MARKETING (RMDM) III (ADVANCED DIPLOMA)

OBJECTIVE:

By the end of this course, the students will be able to:

1. Classify the different marketing techniques to determine their strategic value across diverse market segments.
2. Deploy core digital marketing frameworks to launch data driven online campaigns.
3. Evaluate and design functional E-Commerce business models and store-front strategies.

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 Meaning, key drivers for internationalization, common market entry strategies.
1.2 International marketing research and information system.
1.3 Practice influencing international retailing.
1.4 Challenges &methods involved in international retailing.
1.5 Market Analysis – international retail environment.

CHAPTER II: Retail Planning

2.1 Meaning, components of retail planning, strategies in retail planning process.
2.2 Benefits of retail planning, comparison between marketing & retailing.
2.3 Human Resource Management in retail recruitment.
2.4 Relationship marketing in retailing.
2.5 Brand management.

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.
3.5 Trends in retail store design

CHAPTERIV: Methods and Techniques of E-Marketing

4.1 Objectives of E–Marketing.
4.2 Direct marketing techniques.
4.3 Online seminar techniques – platform selection, interactive format, visual storytelling, actionable take a ways, record and repurpose, follow-up automation.
4.4 Word-of-Mouth marketing techniques - encouraging user-generated content (UGC), fostering online communities, incentivized referral programs, etc.

CHAPTER V: Strategic Advantages of E-Marketing

6.1 Creating new sources of competitive advantage.
6.2 Targeting underserved segments.
6.3 Delivery systems for digital products.
6.4 Creating an efficient market place.
6.5 Creating a virtuous cycle after understanding the core components of a virtuous cycle.

BOOKS FOR REFERENCE:

1. *Retail Management*, Suja Nair(2006), HimalayaPublishingHouse.
2. *Digital Marketing: A Practical Approach*, Alan Charlesworth (2012), Pearson Education.
3. *Marketing Management,* Rajan Saxena (2009), Tata McGraw-Hill.
4. *Marketing Management: Text & Cases Indian Context,* Tapan K.Panda (2007),Excel Books.
5. *Retailing Management,* Michael Levy, Barton A. Weitz & Ajay Pandit (2008), Tata McGraw-Hill.
6. *Retail Management: Text & Cases,*U.CMathur(2010), I. K. International Publishing House Pvt Ltd.