Bachelor of Vocation - Retail Management & IT course (Semester-5)

Undergraduate Curriculum Framework 2022(UGCF)

DISCIPLINE SPECIFIC ELECTIVE –DSE-3 Multichannel Retail Marketing

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
DSE-3 Multichannel Retail Marketing	4	3	1	0	N/A	NA

Learning Objectives

Upon completion of this course, students will be able to understand the concept of multichannel retail marketing and its importance in the modern business landscape. Analyze and compare different multichannel retail strategies used by Indian and international retailers. Identify the key challenges and opportunities in multichannel retail marketing.

Learning outcomes

By studying this course, students will be able to:

1. Explain the concept and significance of multichannel retail marketing and its role in enhancing customer experience and loyalty.
2. Critically evaluate and compare various multichannel retail strategies used by both Indian and international retailers.
3. Identify and analyze the challenges and opportunities specific to multichannel retail marketing.
4. Apply multichannel marketing techniques to address the needs and preferences of target customers effectively.

Syllabus:

Unit – 1 (12 Hours)

Introduction to Multichannel Retail Marketing: Definition and evolution of multichannel retailing, Advantages and disadvantages of multichannel retail strategies, The impact of customer behavior on multichannel marketing, Multichannel Retailing Strategies, Offline vs. online vs. hybrid retail models, The role of mobile commerce and apps in multichannel retailing.

Unit – 2 (10 Hours)

Digital Marketing in Multichannel Retailing: Search engine optimization (SEO) and search engine marketing (SEM), Social media marketing and influencer strategies, Email marketing and personalized communications.

Unit – 3 (12 Hours)

Importance of data analytics in multichannel retailing, Key metrics and KPIs for evaluating multichannel marketing effectiveness, Data privacy and ethical considerations in data collection and analysis Integrating Offline and Online Channels; Creating seamless customer experiences across channels, Click-and-collect and ship-from-store strategies, Show rooming and web rooming in multichannel retailing.

Unit – 4 (11 Hours)

Building customer loyalty through rewards and incentives, Strategies to reduce churn and increase customer lifetime value, Voice commerce and conversational AI in retail, Sustainability and ethical considerations in multichannel marketing.

Essential/recommended readings

1. "The New Rules of Retail: Competing in the World's Toughest Marketplace" by Robin Lewis and Michael Dart
2. "Omnichannel Retail: How to Build Winning Stores in a Digital World" by Tim Mason
3. "Retail Marketing Management: Principles and Practice" by Chetan Bajaj and Rajnish Tuli

Suggestive readings

1. Customer Centricity: Focus on the Right Customers for Strategic Advantage" by Peter Fader
2. "The Long Tail: Why the Future of Business is Selling Less of More" by Chris Anderson
3. "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
4. "Retailing Management" by Michael Levy and Barton A. Weitz

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.