

Retail Managerial Skills

Paper I : Consumer Behaviour

Paper II : Customer Relationship Management (CRM)

Paper III : Advertising and Sales Promotion

Paper IV : Practical Training Based Project Report

Paper I: Consumer Behaviour

Course Code:

Paper Code:

Course Title: Consumer Behavior

Learning objective: The objective of this paper is to make the students understand the concept and various practical aspects of consumer behavior.

Details

- I. Understanding Consumer Behaviour – Meaning and Importance, Consumer Research, Market Segmentation and Positioning, Consumer Perception and Motivation.
- II. Consumer Attitudes, Marketing Communication Process, Cultural Influences on Consumer Behavior, Group influence on Consumer Behaviour.
- III. Communication within Groups, Leadership, Innovation and diffusion process.
- IV. Problem recognition, Consumer Decision Making Process, Evaluation of Alternatives and Selection.
- V. Post purchase action, Organizational Buyer Behavior.

Books Recommended

- I. S. Ramesh Kumar: Conceptual Issues in Consumer Behavior, Pearson Education.
- II. S. L. Rao: Consumer Market Demographics.
- III. Sangeeta Sahney: Consumer Behavior, Oxford Higher Publications.

Paper II: Customer Relationship Management(CRM)

Course Code:

Paper Code:

Course Title: Customer Relationship Management (CRM)

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Customer Relationship Management.

Details

- I. CRM Concept, CRM Process, Acquiring Customers, Customer Loyalty, Success Factors, Service Level Agreements (SLA).
- II. One to One Relationship Marketing, Customer Retention, Channel Optimization, CRM and customer service, 4 C's of CRM Process.
- III. Developing CRM Strategy, Role of CRM in Business Strategy, Managing Customer Communication, CRM in E-business.
- IV. Framework for implementing CRM, Five Phases of CRM Project, Market Based Analysis, The Call Centre.
- V. Customer Knowledge Management, Field Force Automation, Managing Customer Conflicts.

Books Recommended

1. Alok Kumar Rai, Customer Relationship Management: Concept and Cases, PHI, New Delhi.
2. S. Shanmugam, Customer Relationship Management, PHI, New Delhi.
3. V. Kumar & Warner J., Customer Relationship Management, Willey India.

Paper III: Advertising and Sales Promotion

Course Code:

Paper Code:

Course Title: Advertising and Sales Promotion

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Advertising and Sales Promotion.

Details

- I. Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising, Advertising in the marketing process, Personal Selling Vs Advertising.
- II. Various advertising media, Media Selection, Copy writing, Creativity in advertising, measurement of advertising effectiveness.
- III. Advertising agencies, Role and organization, Principles of agencies-client and media relationship, recent trends in advertising in India.
- IV. Nature and importance of sales promotion, Its role in marketing, Forms of sales promotion: consumer oriented sales promotions, trade oriented sales promotions.
- V. Developing sales promotion program: pretesting, implementing and evaluating the results and making necessary modifications.

Books Recommended

1. G.S. Sudha: Advertising and Sales Management, Ramesh Book Depot, Jaipur.
2. Dr. S.H. Gupta & Dr. V.V. Ratna: Advertising and Sales Promotion, Sultan Chand and Sons, New Delhi.
3. S. A. Chunawalla & K.S. Sethia: Foundation of Advertising, Himalaya Publishing House, New Delhi.

