

<b>B.A. (VS) Marketing Management and Retail Business</b>							
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Lectures</b>	<b>Tutorials</b>	<b>Practical</b>	<b>Credit</b>	<b>Marks</b>
<b>SEMESTER 2</b>							
DSC- 2.1	Marketing Management-II	DSC	3	1	0	4	100
DSC- 2.2	Retail Management	DSC	3	1	0	4	100
DSC- 2.3	Macroeconomics	DSC	3	1	0	4	100
GE-LANGUAGE 2		GE	3	1	0	4	100

**B.A. (VS) Marketing Management and Retail Business**

**Marketing Management-II**

**BA (VS) MMRB DSC 2.1**

**Core Discipline - (CD) Credit: 4**

**Duration: 3 hours**

**Marks: 100**

**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		
Marketing Management- II  <b>DSC 2.1</b>	4	3	1	0	<b>Pass XII</b>	<b>NIL</b>

**Learning Objectives**

To provide the basic knowledge of different concepts of marketing and educate student's about recent developments in marketing such as digital marketing, service marketing, direct marketing, social marketing etc. and role of internet in marketing problems in service marketing.

**Learning Outcomes**

Learning outcomes of the course will be as follows

1. To prepare comparative analysis of traditional and modern marketing techniques.
2. To analyze the marketing decisions involving product mix, product planning and development, product life cycle and pricing strategies.
3. To discuss the concept of distribution channels, factors affecting these channels and various elements of promotion mix.
4. To analyze the role of internet in marketing problems in service marketing.

**SYLLABUS OF DSC 2.1:**

**UNIT- I: Introduction**

**(15 hours)**

Marketing Management: Concept, Philosophy & Process, Traditional Vs. Modern Marketing, Marketing Concept vs. Selling Concept Modern marketingconcept of Global marketing, Marketing ethics – Meaning and concepts, Career opportunities in marketing, social responsibility in Marketing

**Unit II: Product and Price**

**(20 hours)**

**Product** – Meaning - product quality - product design - product features Types of products; Product mix decision- Product line, product addition & deletion,Product planning and

development; **Pricing** - Meaning and importance of pricing; Factors affecting price of a product/service; Methods of pricing

**UNIT- III: Place and Promotion**

**(15 hours)**

**Place** – Distribution Channels - concept, meaning role and importance - Types of distribution channels; Factor affecting choice of a distribution channel and Physical distribution of goods choice of a distribution channel **Promotion**– Meaning, importance, Elements of promotion mix – Advertising, publicity, personal selling and salesmanship, public relations Selling process.

**UNIT-IV: Recent Developments in Marketing**

**(10 hours)**

Digital Marketing /Virtual Marketing, Service Marketing, Direct Marketing, Social Marketing and Green Marketing Network marketing, Role of Internet in marketing Problems in service marketing

Case Study: Relevant case study should be discussed with the students.

**Exercises:**

The learners are required to:

1. prepare a comparative analysis report on traditional and modern marketing techniques used in a managerial structure (Unit 1).
2. analyse different modes of pricing strategies applied in selective product category in marketing management (Unit2).
3. discuss a marketing mix strategy for promoting electric cars in India and with reasons and present the same. (Unit 3)
4. make personal interviews on various elements of promotion mix to identify which mode is more effective in capturing market (Unit 3).
5. use the digital marketing in maintaining class room activities and challenge face by them in implementing the same. (Unit 4)

**Suggested Readings:**

1. Kotler, P., (2021), *Marketing Management*, Englewood Cliffs, Prentice Hall Inc., New Jersey.
2. Govindarajan, M., (2019), *Marketing Management*, PHL Learning Pvt. Ltd., New Delhi.
3. Pride W. M., and Ferrell O.C., (2019), *Marketing: Planning, Implementation and Control*, Cengage Learning India Ltd., New Delhi.
4. Stanton W.J., Etzel M. J. and Walker B. J., (2020), *Fundamentals of Marketing*, McGrawHill, New Delhi.
5. Khan M. A., (2021), *Marketing Management*, Wisdom Publication, Delhi.

*Note: Suggested readings will be updated and uploaded on college website from time to time*

**Assessment method**

**There will be theory examination consisting of 75 marks (3 hours duration) and internal**

assessment will carry 25 marks.

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

**DSC 2.2**

**Retail Management**

**Core Discipline - (CD)**

**Credit: 4**

**Duration: 3 hours**

**Marks: 100**

**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		
Retail Management <b>DSC 2.2</b>	4	3	1	0	<b>Pass XII</b>	<b>NIL</b>

**Learning Objectives**

The paper aims to provide a comprehensive understanding of the theoretical and applied aspects of Retail Management and enable student about buying process, retail market strategy and target market.

**Learning Outcomes**

Learning outcomes of the course will be as follows

1. To explain the concept of retailing and its formats.
2. To discuss the structural changes in retail environment and the dynamics of retail store location.
3. To analyse the conceptualized framework and analyse the retail planning and logistics.
4. To acquire the knowledge about the emerging issues in retailing.

**SYLLABUS OF DSC 2.2**

**Unit 1 Introduction:**

**(15 hours)**

Concept objective and functions of Retail Environment; Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, and Catalogue Retailers. Non-Stores Retailing: Vending Machine, Door to Door selling, Mail Order, and E-Retailing; Credit Card Transaction, Smart Card and E-Payment. Managing retailing in the different atmosphere - growth, boom, depression & recession; Govt. macroeconomics policy in the retail industry

**Unit 2 Structural change:**

**(15 hours)**

Types of changes in the retail environment - Socio demographic change, Technology and economic change, socio-economic changes, Impact of changes on the retail industry. Retail Location: Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, and site evaluation; SWOT analyses of the retail sector, shopping at World Stores, The Internationalization Process and Culture.

**Unit 3 Store Planning and Logistics: (20 hours)**

Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management; Store Manager –Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, and Store Security; Logistics and Distribution: Shipping the Goods to Market: The Distribution Process, The stages of distribution; Trends in supply chain management, Physical Distribution and Inventory Management, Warehouse Management.

**Unit 4 Contemporary issues in retailing: (10 hours)**

Contemporary issues in retailing, Making People Matter: Retail Employment, Planning the Workforce, Management and Organizational Culture, Personnel Management and Administration, Health and Safety; a review of Retailing: Cultural Transformation and Retailing, New Approaches in Retailing, Emerging Themes and Niches, Building for the future: Learning from the past.

**Exercises:**

The learners are required to:

1. explain an analytical report on the use of vending machines in a retail format of your choice (Unit 1).
2. design the retail business plan analysis of any retail store (Unit 2).
3. study the layout, display and logistics of any store-based retail format (Unit3).
4. perform role play as customer and retailer with respect to different product categories to effectively demonstrate the ability to close the sale (Unit 4).
5. conduct personal interviews of the sales staff in a retail store to identify what motivates them more- monetary or non-monetary incentives (Unit 4).

Case Study: Relevant case study should be discussed with the students.

**Suggested Readings:**

1. Newman A and Cullen P, (2001), *Retailing: Environment and Operations*, Cengage learning, Andover, UK
2. Bajaj C., Tulsi and R, Shrivastava N.V. (2010) *Retail Management*, Oxford University Press.
3. Barry B., & Evance J.R, (2006), “*Retail Management*” Prentice Hall India.
4. Gibson G. And Vedamani, (2004), *Retail Management*, Jaico Publishing House, Bengaluru.
5. Pradhan, S., (2007), “*Retailing Management- Text and Cases*” Tata McGraw-Hill New

Delhi

*Note: Suggested readings will be updated and uploaded on college website from time to time*

**Assessment method**

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**B.A. (VS) Marketing Management and Retail Business**

**DSC 2.3**

**Macroeconomics**

**Core Discipline - (CD)**

**Credit: 4**

**Duration: 3 hours**

**Marks: 100**

**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		
Macroeconomics <b>DSC 2.3</b>	4	3	1	0	<b>Pass XII</b>	<b>NIL</b>

**Learning Objectives:**

This course introduces students to the basic concepts in Macroeconomics beginning with the definition and measurement of the macroeconomic variables. It describes how the macro system operates and how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, governments as well as global factors. As the world is shifting towards a global economy, the study of Macroeconomics helps the students to understand the overall macroeconomic environment under which one has to take economic decisions. This course also introduces the students to the macroeconomic environment which influences retail business.

**Learning Outcomes**

Learning outcomes of the course will be as follows

Students will understand various macroeconomic phenomena that they come across at local, national and global levels regularly. This will enable them to understand labour market scenarios based on present trend and government policies. This will give added advantage to students as retailer since they can take informed decisions.



## **SYLLABUS OF DSC 2.3**

### **Unit-I**

**(12 hours)**

Introduction: Basic concepts and issues of Macroeconomics. Circular flow of income, National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Lipsey & Chrystal Chapters 15,16

Case & Fair Chapters 20, 21

### **Unit-II**

**(12 hours)**

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Lipsey & Chrystal Chapter16

Case & Fair Chapters 23,24

### **Unit-III**

**(12 hours)**

Good & services market and Money market: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income. Derivation of Aggregate Demand

Lipsey & Chrystal Chapters 21 appendix on page 499-504

Case & Fair Chapters 26,27

### **Unit-IV**

**(12 hours)**

The labour market: wage determination, employment.

Aggregate supply curves; interaction of aggregate demand and supply to determine equilibrium output, price level and employment

Case & Fair Chapters 28 (pages 559-567), 29 (pages 581-586)

### **Unit-V**

**(12 hours)**

Inflation, Role of Inflationary Expectations, Aggregate Demand and Aggregate supply: Inflation, causes of inflation, demand-pull inflation, cost-pull inflation.

Economic gains from trade, absolute advantage, comparative advantage. Balance of payments and exchange rate: Meaning, factors, current account, capital account, determination of exchange rate.

Case & Fair Chapters 28 (pages 567-570), 34 (pages 663-671), 35 (pages 687-691)

**Suggested Readings:**

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 10th edition, 2012

2. Lipsey, R. and Alec Chrystal, Economics, Oxford University Press, Twelfth Edition, 2011

*Note: Suggested readings will be updated and uploaded on college website from time to time*

**Assessment method**

**There will be theory examination consisting of 75 marks (3 hours duration) and internal assessment will carry 25 marks.**

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