





**JAGAT GURU NANAK DEV**  
**PUNJAB STATE OPEN UNIVERSITY, PATIALA**  
(Established by the Act No.19 of 2019 of the Legislature of the State of Punjab)

**SCHOOL OF BUSINESS MANAGEMENT AND COMMERCE**

**Certificate/Diploma in Retail and Sales Management**

Topics covered under the Certificate course are Sr. No. 1, 2 and 3			
S.No.	Code	Subject	Credits
1.	GC-CRS1	Retail Management	6
2.	GC-CRS2	Sales Management	6
3.	GC-CRS3	Digital Marketing	6
Topics covered under Diploma course are Sr. No. 1, 2, 3, 4, 5 and 6			
4.	DRS4	Consumer Behavior	6
5	DRS5	Service Marketing	6
6	DRS6	Logistics and Supply Chain Management	6

  
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## GC-CRS1 RETAIL MANAGEMENT

### Learning Objectives:

- The course aims to achieve following objectives
1. To define various concepts related to retailing
  2. To analyse the evolution of retail industry
  3. To understand the Marketing mix for retail Industry
  4. To summarize the key challenges facing retailers

### SECTION A

**Unit I: Introduction to Retail Management:** Meaning of Retail Management, Retail Management Process, Retail Services Retailing- Marketing. Retailer Equation- Marketing concepts applied to retailing-Retailing as a career - Trends in Retailing. Retail Model and Theories of Retail Development- Life cycle and phase in growth of retail markets- Business models in retail- other retail models.

**Unit II:- Retail locations:** Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location, Strategy for effective market segmentation, Retail value chain.

**Unit -III - Space Management** – Definition of Space Management, Store layout and Design, Concept, meaning of Visual Merchandising, Various types of Promotions Strategy.

**Unit IV - Retail Marketing Mix** - Concept, component, Retail Marketing Mix, Retail Communication Mix, POP Displays.

### SECTION B

**Unit -V – Customer Relationship:** Relationship Marketing Strategies, CRM, Challenges and Threats in global retailing.

**Unit VI: Retail Scenario:** Retail Environment, Indian Retailing Scenario and Retail Industry at global level.

**Unit VII: Contemporary issues in retail management:** Internationalisation and Globalisation of Retailing, E-retailing, Green retailing.

### Suggested Readings:

1. Levy Michael, Weitz Barton-Retailing Management, V Edition, Tata McGraw Hill, New York.

2. Berman Berry, Evans J.R.-Retail Management Strategic Management Approach, IX Edition, Pearson Education, New York.
3. Pradhan Swapna-Retailing Management Text and Cases, II Edition, Tata McGraw Hill, India.
4. Nair Suja-Retail Management Edition, HPH, Mumbai.
5. Sinha, Uniyal-Managing Retailing, Oxford University Press, Delhi
6. Srivastava, S. (2012). Marketing Strategies Adopted By Retailers in Retail Store: A Case Study of Max Lifestyle Store-Phoenix Mall, Lucknow. IJRFM, 2(2), 12-21.
7. <http://marketingland.com/retail-marketing-strategies-connecting-dots-13967>  
<http://www.marketingdonut.co.uk/marketing-strategy/the-five-principles-of-retail>



## GC-CRS2 SALES MANAGEMENT

### Learning Objectives:

The course aims to achieve following objectives

1. Discuss the sales, sales management and related concepts.
2. Explain the structure and objectives of a sales organisation

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

**Unit 1 -Sales Management:** Objectives and Functions, Setting up a sales organization, Personal Selling, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager

**Unit II - Theories of Selling:** AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota. Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.


**Unit III - Distribution Management,** Design of Distribution Channel, Channel Conflict, Co-operation & Competition

**Unit IV – Marketing systems:** Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

### SECTION B

**Unit V -Logistics** Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

**Unit VI: Sales HRM:** Introduction to Sales Human Resource Management, Recruitment, Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force



Diversity, and Team based Selling Approach

**Unit VII: Customer Relationship Management**, Emerging issues in Sales management and Sales Analytics

**Suggested Readings:**

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Johnson, Kurtz and Schueing, Sales Management (McGraw-Hill).
2. Rusell, F.A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Salesforce, Richard D. Irwin/McGraw-Hill.
3. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A.P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. Blattberg, Robert C and Neslin, Scott A., Sales Promotions: Concepts, Methods and Strategies. New Jersey: Prentice Hall.





## GC-CRS3 DIGITAL MARKETING

### Learning Objectives:

- The course aims to achieve following objectives
1. To understand the concept of Digital marketing
  2. To learn the Business side of Social media
  3. To learn Search Engine Optimization, Social Engine Marketing, Social Media Marketing

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

**Unit 1 - Concept of Digital Marketing:** Concept of Digital Marketing – Meaning, Definitions and Concept, Importance and role of Digital Marketing, IMC, its relevance to the Consumer. Segmentation, Positioning and Branding in Digital World. Digital marketing Platforms.

**Unit II: Digital Consumer:** Consumer Characteristics and profiles, consumer browsing behaviour Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

**Unit – III: Dimensions of Digital Communication Environment**  
Dimensions of Digital Communication Environment – Technology, Applications, Marketing and Audiences. Keyword Research and Analysis, Disintermediation and digitization

**Unit—IV: Online Marketing Strategies**

Online marketing strategies for customer acquisition, conversion and retention, SEO - Onpage and Off-page Optimization, Google Analytics, Website Monetization.

### SECTION B

**Unit V: Social Media Management:** Social Media and Networking, Social Media Consumer, SMM - Social Media Submission Sites, Forums & Discussion Sites, Media Sharing Sites, Reviews and Ratings Sites, Social Network Sites, Blogs, Podcasts, Micro Blogging, Wikis

**Unit VI: Digital Marketing Mechanisms:** Search Engines-Google, Bing, Ask, Yahoo



Video Hosting and Entertainment -Youtube, Wimeo, Amazon Prime, Netflix, Hotstar. Mobile Phones, E-Mails, Blogs, Social Media:Facebook, Instagram, Twitter, Whatsapp.

**Unit VII: Digital Promotion:** Digital Promotion and Social Media – Formulation of Digital Marketing plan, Digital Promotional tools – Online advertising and SEM, online Video Advertising, email marketing, mobile marketing, lead generation, crowd sourcing, Website as a form of advertisement and their types.

**Suggested Readings:**

1. Seema Gupta, Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson First Edition
3. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley



## DRS4-CONSUMER BEHAVIOUR

### Learning Objectives:

The course aims to achieve following objectives1. Discuss about various concepts of consumer behaviour.

2. Understand the consumer perception and expectations.
3. Analyse consumer needs and motivation.
4. Discuss various techniques of consumer research.
5. Understand Group Dynamics and consumer reference groups.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

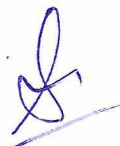
#### Unit -I – Introduction to Consumer Behaviour

Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, consumer behaviour- interdisciplinary approach. Consumer Rights and Social Responsibility, Trends in Consumer Behaviour

#### Unit -II - Consumer's Perceptions & Expectations

Information Gathering & Evaluation, Perceptual Mapping & Positioning, Value perception, Information Search, defining criterion for choice, mapping perceptions and value perceptions of consumers, Mapping attributes, comparison of brands, positioning options, product and promotions related strategies, Consumer Expectations & Perceptions: Satisfaction & Value Post-purchase Processes, Measuring satisfaction and value, Value/Satisfaction.

#### Unit -III- Consumer Needs & Motivation:





Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behaviour: Importance of personality, theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory. Trait theory: Theory of self- images; Role of self-consciousness.

#### **Unit -IV- Techniques of Consumer Research**

Various methods and techniques of consumer research, reliability and validity, Personality, Psychographics, Family, Society, Values of perception, Attitude and life styles, Different models of consumer behaviour, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Miniard models.

#### **SECTION B**

#### **Unit -V-Group Dynamics & consumer reference groups:**

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

**Unit -VI-Culture and consumer behavior:** The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership

#### **Suggested Readings:**

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behavior, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behavior – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behavior, Cengage Learning.



4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behavior – Building Marketing Strategy, Tata McGraw Hill.

5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson



## DRS5 –SERVICE MARKETING

### Learning Objectives:

The course aims to achieve following objectives

1. To discuss challenges inherent in managing and delivering quality service.
2. To apply services marketing mix to different service industry sectors.
3. To design service delivery system for improving quality and productivity.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

#### Unit -1 -Introduction to Services Marketing:

Introduction to Services Marketing, Understanding Service Characteristics: More Intangible than Tangible, Simultaneous Production and Consumption, Less Standardised and Uniform, Perishability. Product versus Services, Classification of Services, Services Marketing Environment.

#### Unit -2 - Developing Service Products and Pricing

Planning and Creating Service Products—Designing Service Concepts—Defining Core and Supplementary Products -New Service Development—New Service Categories, Reengineering Service Processes, Physical Goods as a Source of New Service Ideas - Pricing— Objectives, Strategies, Fairness and Ethical Issues.

#### Unit -3 –Segmentation, Targeting and Positioning -

STP Strategy for Services: Introduction, need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing, need for targeting and

positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning Through Pricing Strategies, Positioning Through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

#### **Unit -4 – Marketing of Financial Services**

Banking Industry—Introduction, Insight into Indian Banking Scenario - Classification of Banking Industry - Marketing of Banking Products—Meaning, Need and Marketing Approaches to Banking - Issues and Strategies for Enhancement of Banking Services— Modern Ways to Market Banking Services -Introduction to Insurance Services—Life Insurance and General Insurance in India, Insurance Companies in India -Marketing of Insurance—Role of Insurance Advisor -Mutual Funds Marketing—Concept, Scope and Elements of Mutual Fund Marketing - Product, Pricing, Distribution and Promotion of Mutual Funds - Housing Finance—Issues and Policy Prospects, Private Sector Initiatives.

### **SECTION B**

#### **Unit -5 –Service Design and Service Delivery:**

Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in in Service Process and Service Delivery.

#### **Unit -6–Service Quality issues and Models on Service Quality**

Service Quality Issues, Service Quality Models: Gap Model of Service Quality, The Service Triangle Management Model, Service Triangle Marketing Model, SERVQUAL Model Dimensions of Service Quality and Importance of Quality

#### **Suggested Readings:**

1. Services Marketing, Zeithaml, Bitner, Gremler & Pandit, TMH Publication.
2. Marketing of Services, Hoffman & Bateson, Cengage Learnings.
3. Services Marketing, Rao, Pearson Education.
4. Services Marketing, Concepts & Cases, Bhatta charge, Excel Books



## DRS6-LOGISTICS AND SUPPLY CHAIN MANAGEMENT

### Learning Objectives:

The course aims to achieve following objectives

1. To impart conceptual knowledge of Logistics and Supply chain management

2. To acquaint students with the Inventory Management

3. To help students gain knowledge of relationship between E-Commerce and Logistics

And supply chain management

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

### SECTION A

**Unit -I –Logistics:** Evolution, Objectives, Components and Functions of Logistics Management, Distribution Related Issues and Challenges; gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

**Unit -II -Supply Chain :** Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

**Unit -III- Dynamics of supply chain:** Supply Chain Integration, Push-based, Pull-based and Push, Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment. Strategic Alliances, Third party and fourth party logistics,





Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices And Information Technology (IT) in Supply Chain Management.

**Unit -IV - Supply Chain Performance:** Introduction, Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

## SECTION B

**Unit-V: Transportation:** Transportation Infrastructure; Transport Functionality, Principles & Participants, Regulations, Transport Structure, Transport Service, Transport Operations; Transport Economics and Pricing, Transportation Administration, Documentation.

**Unit-VI –Recent trends in Logistics and Supply Chain Management** Logistics Information System: Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation.

### Suggested Readings:

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd Ed.). Florida: Auer Bach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/ supply chain Management (5th Ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: Pearson Education.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business Logistics (7th Ed.). USA: South-Western.
5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.



5. Service Management, Operations, Strategy, Information Technology, Fitzsimmons & Fitzsimmons, McGraw Hill.

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