

3 rd semester	21MBA302J	Retail Integrated Communication	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

To develop an understanding of the need, importance and strategies in retail Communications.

Module □ I:

Importance of retail communication- Communications for customers – communications for retail professionals. The communications model – elements of marketing communications- I M C-communication budget.

Customer communications – advertising, personal selling, sales promotion, publicity and public relations, events, and experience, direct marketing – media planning, message development- communication program planning, execution, and evaluation.

Module □ II:

Advertising: Creative strategy and copywriting – Copywriting pyramid – Different types of appeals – copy layout. Direct response advertising – Catalogues, direct mail Telemarketing, Internet advertising – International advertising – Media planning – Media mix decisions – Developing media strategy- popular media vehicles used in the Retail sector –Law and Regulations.

Module □ III:

Sales promotion: The scope and role of sales promotion - Consumer-Oriented sales promotion Techniques -Coordinating sales promotion with other tools of market promotion. Major Decisions in Sales Promotion - Establishing objectives -Selecting consumer - Promotion Tools - Developing the program -Pre-testing the program - Implementing & Controlling the program -Evaluating Results

Communication to retail professionals – communication forms, communication challenges for retail salespersons. Communication in customer interactions – effective listening, team communication, nonverbal communication in sales.

Books:

- M. Ashraf Rizvi and Ramneek Kapoor, Communication for Retail Professionals, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
- William Wills, John brunet and Sandra Mariarty : Advertising Principles and practice, 5th edition, Pearson , New Delhi.
- S.A. Chunnawala, Advertising Sales and Promotion Management, Himalaya Publishers, Mumbai.
- Kazim SHH., & Satish K.Batra, Advertising and Sales Promotion, Excel Books


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