

MBPC3034 RETAIL INTEGRATED COMMUNICATIONS (3-0-0)

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 communication models – elements of marketing communications- I M C- communication budget. Customer Journey Communication Mapping

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. Content Marketing- Influencer Marketing.

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- Data-Driven Promotion Strategies

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.

Module IV

Communication Ethics and Future Trends- Social Media Strategy Development- Cross- Cultural Communication- Employee Brand Advocacy

Course Outcome:

CO1: Analyze Integrated Marketing Communication Strategies

CO2: Create Multi-Channel Advertising and Direct Marketing Campaigns

CO3: Execute Sales Promotion and Professional Communication Programs

CO4: Implement Digital Communication Technologies and Crisis Management

Books:

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