E - TAILING

Course Code: 15FE1111

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Course Outcomes:
At the end of the course the student will be able to
CO1: Understand the concept of e-tailing that serve as a bridge between the new technology and relevant areas of existing marketing knowledge and consumer behaviour towards e-tailing.
CO2: Identify the emerging business techniques, B2C and B2B e-commerce marketing mix and branding strategies.
CO 3:Analyze the online marketing communication approaches and create awareness about new product development, brand building and special issues related with e-tailing.

UNIT - I: Introduction to E-Tailing   **(6 lectures)**
Introduction – objectives – history and features of e-tailing - scope, benefits and problems of e-tailing - ethical, legal, social and emerging issues of e-tailing - methods and techniques of e-tailing - online consumer behaviour – decision-making process - offline versus online consumers - major e-tailing players in India.

UNIT - II: Marketing Mix Strategies   **(5 lectures)**
B2C and B2B e-tailing – internet marketing mix – Objectives - 4Ps - 2P+2C+3S formula – planning - marketing mix decision - budget allocation - creating new sources of competitive advantage - direct distribution model - delivery systems for digital products – creating an efficient marketplace - successful click and mortar strategies.

UNIT - III: Applications of E-Tailing   **(5 lectures)**
Introduction – advertising strategies and promotions – website as a marketing communication tool - customer relationship management – building loyalty and customer retention programs - new product development - brand building and consistency - building web traffic - mobile marketing's explosive growth and challenges - emerging trends and issues affecting e-tailing.

Text Books

S.No	Author	Title	Edition	Publisher	Year
1	Bharat Bhaskerx	Electronic Commerce: Framework, Technologies and Applications	4th	Tata Mcgraw Hill Education Pvt. Ltd	2013
2	Keith C. Laudon and C.G. Traver	E-commerce: Business, Technology, Society	11th	Pearson Education	2015
3	Efraim Turban, David King, Dennis Viehland, Jae Lee	Electronic commerce: A Managerial Perspective	4th	Prentice Hall	2006

Reference Books

S.No	Author	Title	Edition	Publisher	Year
1	Bernadette Tiernan	E-tailing	1st	Upstart Publishing Company	2000
2	Ward Hanson	Principles of Internet Marketing	1st	South Western Educational Publishing	2000