

Scheme of Course Work
(Free Elective)

Course Title	E-Tailing
Course Code	15FE1111
Program	B.Tech. (All Branches)

Course Outcomes

1	Understand the concept of e-tailing that serve as a bridge between the new technology and relevant areas of existing marketing knowledge and consumer behavior towards e-tailing.
2	Identify the emerging business techniques, B2C and B2B e-commerce marketing mix and branding strategies
3	Analyze the online marketing communication approaches and create awareness about new product development, brand building and special issues related with e-tailing.

Week	Topics/Contents	CO	Sample Questions	Teaching learning strategy	Assessment Method & Schedule
1	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.	1	1. What is E-Tailing? 2. Explain the consumer decision process.	<ul style="list-style-type: none"> • Lecture • Discussion • Practice 	Assignment-I/ Quiz-I/Mid-I
2	B2C and B2B e-tailing – internet marketing mix – Objectives - 4Ps - 2P+2C+3S formula – planning - marketing mix decision - budget allocation	2	1. Explain the marketing mix decision. 2. What is internet marketing mix?	<ul style="list-style-type: none"> • Lecture • Discussion • Practice 	Assignment-I/ Quiz-I/Mid-I

3	MID EXAM-I				
4	Creating new sources of competitive advantage - direct distribution model - delivery systems for digital products – creating an efficient marketplace - successful click and mortar strategies.	2	1. Explain the direct distribution model. 2. Explain how to create efficient market place.	<ul style="list-style-type: none"> • Lecture • Discussion • Practice 	Assignment-II/ Quiz-II/Mid-II
5	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.	3	1. What are the advertising and promotion strategies? 2. Explain the emerging trends affecting e-tailing.	<ul style="list-style-type: none"> • Lecture • Discussion • Practice 	Assignment-II/ Quiz-II/Mid-II
6	MID EXAM II				
	END EXAM				