



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	Managing Value Networks
Paper Number (In case of Specialization)	VI

Course Learning Outcomes:

On successful completion of the module students will be able to:

1. The course emphasize on inculcating among students an ability to develop, implement, and critically evaluate the “go to market” strategy for a firm.
2. At the end of the course the student will be able to develop marketing channel plans, enabling the organization to increase sales, margins and the levels of collaboration with the channel partners
3. Demonstrate an understanding of how retailers develop a retail mix to build a sustainable competitive advantage.
4. Students will get expose to the virtual eco-system of retailing and understand the integrity of doing business online.
5. At the end of the session, the students will get an exposure on how companies have responded to the internet and the digital age with various direct and online marketing strategies.

Gist of this course in maximum 3 to 4 lines	This course offers a complete introduction to professional marketing thoughts and actions. The course explains the nature and purpose of value delivery networks, followed by the fundamentals of each of the most important channel tasks. It analyses the various channel needs for customer orientation, the evaluation of markets and the targeting of market opportunities.
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Detailed syllabus

Unit	CONTENTS OF THE CURSE	No. of Lectures
1.	<u>Title of the topic: Managing Integrated Marketing Channels</u> 1.1 Role of Marketing channels in Value Delivery. 1.2 Channel Architecture Choices, The Channel participants. 1.3 Patterns of Channels and Types of Intermediaries, Channel level , Channel Length and Channel Conflicts 1.4 Achieving Competitive Advantage through Channel management 1.5 CFT: Managing Cross Functional Teams 1.6 Digital Channels Revolution	12

2.	<p><u>Title of the topic: Managing Distribution Logistics</u></p> <p>1.1 The connect between Distribution Logistics and Supply Chain</p> <p>1.2 Role and importance of Distribution Logistics</p> <ul style="list-style-type: none"> • Confers Place, Time and /form Utility on the Product • Plays a pivotal role in value delivery. • A Fertile Area for cost reduction <p>1.3 Tasks in Distribution Logistics:</p> <ul style="list-style-type: none"> • Physical Flow. • Information Flow. • The major functions in Distribution. <p>1.4 Designing and managing Distribution Logistics Systems.</p> <p>1.5 Managing Distribution Logistics Needs a ‘System Approach’</p> <p>1.6 Outsourcing of Distribution Logistics : A Third –party Logistics Providers.</p>	14
3.	<p><u>Title of the topic: Retail Marketing</u></p> <p>1.1 Retailing- Meaning, Nature, Classification, Growing Importance of retailing, Factors Influencing Retailing, Functions of Retailing, Retail as a career.</p> <p>1.2 Emergence of Organized Retailing, Traditional and Modern Formats of Retailing in India</p> <p>1.3 Retail Communication Mix, Retail Locations & Site Selection, Managing the Store, Store Layout and Design.</p> <p>1.4 Omnichannel v/s Multichannel Retailing</p> <p>1.5 Changing Dynamics of Retail Marketing due to emergence of IoT</p> <p>1.6 Contemporary Strategies of Collaborations (Merge in Transit)</p>	14
4.	<p><u>Title of the topic: E-Tailing</u></p> <p>1.1 Introduction, E-tailing, Role of Technology in Satisfying Market Demand</p> <p>1.2 Technology in Retail Marketing Decisions, Structure and Developments in E-tailing,</p> <p>1.3 Factors Influences the Growth of E-Tailing,</p> <p>1.4 Advantages & Disadvantages of E-Tailing, Future of Electronic Retailing.</p> <p>1.5 Barter Marketing (Innovation in Collaborative Marketing)</p>	14
	Total Number of Lectures	54

Suggested Reference Books:

1. Retail and Channel Marketing, By Sandro Castaldo, Monica Grossa and Katia Premazi
2. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Published by Dorling Kindersley(India)Pvt. Ltd, Licensees of Pearson Education in South Asia
3. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy & S. Namakumari, Macmillan Publishers India LMT, New Delhi.
4. Marketing Channels: A Management View, By Bert Rosenbloom, Drexel University, Eight Edition
5. E-Marketing Second Edition, by Judy Strauss and Raymond Frost

6. Internet Marketing-Strategy, Implementation and Practice, By Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, Richard Mayer
7. Julian J.Gibars, Building buyer Relationship; Macmillan India Ltd., 1998.
8. Retail Marketing Management – Swapna Pradhan
9. Retail Management – Gibson Vedamani
10. The Art of Retailing – A.J. Lamb