

**SEMESTER-V**  
**COURSE 5: E-TAILING**

Theory

Credits: 4

4 hrs/week

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**Course Objectives :**

- To provide overview of e-tailing from both technological and managerial perspectives.
- To understand e-tailing frameworks, and technological foundations.
- To study how enterprises formulate strategies for e-tailing.
- To familiarize students with current and emerging electronic r-tailing changes.
- To enable students about recent trends in e-tailing.

**UNIT-1 INTRODUCTION:**

Meaning, concept, significance, comparison with convention retailing, Transition from Traditional Marketing to e-Marketing, Demographics and Targeting, Adaptability and Closed – Loop Marketing, Advantages of e-tailing, Shortcomings of e-tailing. Brick & Mortar, Click & Mortar and pure E-tailing, Multi-channel E-tailing.

**UNIT-2: E-TAILING MODELS, STARTING AN E-STORE:**

E-tailing models, Weighing the options, approaches to building an E-store, requirements of an effective E-store, E-store design: web atmospherics, navigability, interactivity, retail information.

**UNIT-3: MARKETING STRATEGIES FOR E-STORES:**

Marketing mix in the age of E-tailing; the roles of cyber intermediaries in E-tailing; E-tailing and supply chain management system; Promotional strategies of E-retail business, Branding on the web, offline marketing, cross selling, referral services, permission marketing.

**UNIT-4: PAYMENT & SECURITY ISSUES:**

Online payment processing, internet payment gateways, internet security issues, E-malls, future of e-tailing Module V: Customer Relation Management in E-tailing Building customer loyalty, CRM implementation, Customer service, gift reminder services, contests & promotions, online communities, loyalty programs, personalization

**UNIT-5: LATEST DEVELOPMENTS, TRENDS AND PRACTICES:**

Inventory Based Model, Market Place Model, Vendor Development, Business Expansion and Legal Implications.

**Reference Books:**

1. D.P. Sharma, E-retailing Principles and Practice, Himalaya Publications
2. Levy & Weitz, Retailing Management, Tata McGraw Hill
3. Chaffey, Mayer, Johnston, Ellis-Chadwick (2000) Internet Marketing, Prentice Hall.
4. Hanson, W. (1999) Principles of Internet Marketing, International Thomson Publishing
5. Reedy, Schullo, Zimmerman, K. (2000) Electronic Marketing, Dryden.
6. E.Sterne, J. (1999) World Wide Web Marketing, 2nd Ed, John Wiley & Sons