

Mahatma Gandhi Vidyamandir, Nasik
M.S.G.College, Malegaon Camp

Department of Commerce

Certificate Course in Retail Management

For B.Com Students

Credit-02

Duration-01 Month (Online Mode)

Introduction to retail management is the certificate course from marketing area. This course intends to provide the students with an overview of the retail industry, concepts and processes and an opportunity to understand the areas of accountability for a Retail Manager. This course will emphasize on the various elements that comprise the retail mix, including types of retailers, multichannel retailing, consumer buying behavior, retail marketing strategies, selecting retail site locations, supply chain management, merchandising, pricing, store management, store layout & design and customer service. This course will also emphasize on the aspect of understand and discuss the concepts of franchising, legal and regulatory framework of franchising, develop appropriate values among the students like frugality and care in making investment etc. Further, this course will also go through basics of retail analytics. The students will also be able to determine a level of interest in pursuing a career in retail and franchising management.

Course Content

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| 1. Introduction to Retailing |
| 2. Retail in India |
| 3. Theories of Retail |
| 4. Technology in Retailing |
| 5. E Retailing |
| 6. Challenges for Traditional Retail and E retail |
| 7. Retail Formats-Store Based |
| 8. Advertising Appeals |
| 9. Web Advertising |
| 10. Comparative Advertising |
| 11. Outdoor Advertising |
| 12. Retail Communication Mix |

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| 13. Personal Selling |
| 14. Sales Promotion |
| 15. Direct Marketing |
| 16. Retail Consumer Behaviour |
| 17. Retail Pricing |
| 18. Product Life Cycle |
| 19. Store Layout and Design |
| 20. Retail Locations |
| 21. Retail Location- Site Evaluation |
| 22. Retail Merchandising |
| 23. Future of E Retailing |
| 24. Objection Handling |
| 25. Skill of Retail Sales Associate |

Assessment

01 Home Assignment

Online MCQ Examination having 25 MCQ Questions

Note-This Short-term course is Mandatory for T.Y.B. Com Students