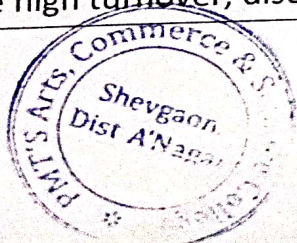


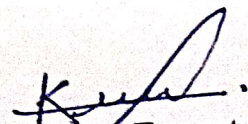
Detailed syllabus of certificate course in retail marketing


Unit No	Details
Unit One	Retailing definition, scope and importance in the globalized era, organized and unorganized retailing emerging trends in retailing- mega shopping, malls, the modern retail store, major types of retail organization- corporate chains, voluntary chains, retail cooperative franchise organization and merchandising cognometers/ retail store types/ retail classification of stores, restaurants and service providing office.
Unit second	The retail store  retail store management/ roles and responsibilities of retail store managers/ human resource management- recruiting, hiring, training and development, performance management payroll, workplace scheduling/ store business operations- materials management, coordination with purchase department/ finance and accounts/ problem solving/ safety and security. store essential/ classification of grocery /items store essential location/ store designs/ display accessories/ store atmospheres/ developing own brands/ the power of mega retailing retailers over/ manufacturers dimension attributes and eats components that affect retail outlet selection.
Unit 3	Visual merchandising components- Mercedes as focal, points choice, of colours display themes, display to complaints store strategy, spotless cleanliness frequent, change of display, and essential of good display lightning special display kinds -window free standing or Iceland, counter, brand corner, and cap cascade Waterfall display/ store exterior- façade, details, texture store aids- gadgets that aid -retailing barcode readers, credit card swipe machines, money counters, counterfeit Detectors, cash registers, coin counter, bill strapping, machine money, vacuum scaling machine, graphics and retail strategies- supply chain management- managing materials ,information and financial flows /critical success factors/ drivers, elements and goals/ basic retail strategies low - price high turnover, discounted price across all categories,



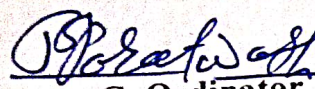


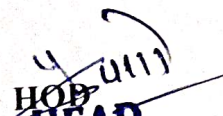
	lifestyle goods value price/ exclusive goods premium price strategy/ retail formatting /retail mix/.
Unit 4	Retail strategies supply chain management managing material information and financial flows critical success factor drivers elements and goals basic retail strategies low price high turnover Discounted price across all categories lifestyle goods value price exclusive goods premium price strategy retail formatting retail mix building customer loyalty customer relationship management retail consumer behaviour difference between consumer and shopper impulsive compulsive and tight word buyers sub classification of shopping orientation catering to service consumers gaps model for improving retail service quality retail research.
Unit 5	Retail strategies for global growth -building sustainable global competitive advantage, adapting to local customs and culture, adapting global culture and practices /different entry strategies- direct investment, joint venture, farming strategies alliance and franchising. Online shopping- different format, retail convergence.


  
Subject Expert

  
Subject Expert

  
Course Coordinator  
**COORDINATOR**

  
Courses CoOrdinator  
**Coordinator**  
Skill Development Centre  
PMT's ACSC, Shevgaon

  
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Pravara Medical Trust's  
Arts, Commerce and Science College  
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Principal  
**Principal**  
Arts, Comm. & Sci. College  
Shevgaon, Dist. Ahmednagar

  
IQAC Coordinator