



Dissemination of Education for Knowledge, Science and Culture”
- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha Kolhapur's



RAJE RAMRAO MAHAVIDYALAYA, JATH

Dist- Sangli (Maharashtra) 416 404

UGC Recognition under 2F & 12 (B) UGC Act 1956

(Affiliated to Shivaji University, Kolhapur)

NAAC Reaccredited : “B” (Third Cycle)

DEPARTMENT OF COMMERCE

Academic Year 2022-23

Career Oriented Course

**Certificate course in Marketing, Retail & Supply Chain
Management**

Submitted to

Internal Quality Assurance Cell (IQAC)

RAJE RAMRAO MAHAVIDYALAYA, JATH
(2022-23)

Objectives:

- Clear the concepts and basic fundamentals of Logistics & Supply Chain Management
- Real time applications of the management practices and principles
- Effective designing of the Logistics & Supply Chain Management Plan and its implementation
- Provide insight on Retail Marketing and its operations
- Create awareness of various avenues in Retail Marketing as a career option
- Acquaint the students with developments in retailing at the national and international level

Scope:

The retail management is the right career for those having the interest in merchandise, market & marketing, sales, advertising, campaigning and market research. The Job opportunities are available in this field such as departmental stores, advertising agencies, supply chains, supermarkets, etc.

Course Outcomes:

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

- Acquire marketing skills
- Develop marketing strategies in retail market
- Demonstrate an in-depth understanding of the context and environment in which retail sector operates
- Apply a strategic approach in resolving retailing issues
- Exhibit an in-depth awareness of best practices in retailing

Nature of Programme:

Duration of Course: 40 Hours

Eligibility of Course: All UG Students

Admission: First come first served basis

Intake: 60

Total Marks: 100

Evaluation:-

All Students performance will be evaluated through

- a. Attendance 30 Marks
- b. Oral Test 20 Marks
- c. Written test 50 Marks

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Total: 100 Marks

Course Content

Unit. No.	Name & Contents of Units
Unit I	<u>Basic of Marketing:</u> Introduction to Marketing, Introduction to Logistics & Supply Chain Management, Introduction to Retail Management
Unit II	<u>Strategies in Marketing:</u> Retail Environment Analysis Multi-channel retailing Consumer behavior and strategic planning
Unit III	<u>Essentiality skill for Marketing and Retailing</u> Advertising and Sales Management Essentials in Marketing skills Financial strategies in Retail
Unit IV	<u>Retail & Marketing Operations:</u> Managing the stores Supply Chain Models Designing the Logistical Networking, Warehousing, Transport, Shipping, Inventory, Labeling, Packaging

Career Opportunity and Employability

A career in retail, supply chain, and marketing management can lead to a highly successful and rewarding professional life. There are a lot of avenues for career growth. The industry earns huge revenue and the salary standards are high for talented and ambitious management professionals.

The Retail Management Certificate of Completion prepares current and future retail employees for success in the fast-paced retail industry. Students develop an understanding of the scope and requirements of a management position in a retail business. To stay competitive, grocery stores, department stores, specialty retailers, and “eTailers” need skilled people.

References:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Grewal Dhruv, Retail Marketing Management-The 5 Es of Retailing, Sage Publishing.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi. Berman and Evans,—Retail Management, Prentice Hall 2004
4. Gibson Vedamani ,Retail Management –Functional Principles and Practices, Jaico Books, Second Edition,2004
5. Levyand Weitz, —RetailingManagementll,Irwin2004
6. Swapana Pradhan, Retailing Management, Tata McGraw Hill Publishing Company
7. Harjit Singh, Retail Management, S.Chand & Co. , New Delhi.S