

## Retail Merchandising

### Course Overview:

This course teaches about essential and non-obvious facets of being a successful retailer, such as effective marketing, merchandising, and distribution

### Pre-requisite:

- Basic knowledge of statistics, computers

### Course Objective:

Upon successful completion of the course, participants should learn:

- Know Retailers know that satisfied customers are loyal customers.
- Make a customer satisfied by satisfying their needs.
- Use promotional methods to build customer interest
- Use the technology in retail
- Know the future of retailing in India

### Course Outline:

The contents of this course are designed to support the course objectives. The following is an indicative list of content which is included in this course:

- Basics of Retail Management
- Merchandise Management
- Retail Marketing
- Accounting for Retail Houses
- Retail Operations and Store Management
- Customer Service and Relationship Management