

Retail Certification Programs

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1. Certificate Program in Retail Services:

Module - 1

- Introduction to Retail
- Retailing in India
- Careers in Retail
- Consumer Behavior
- Personal Grooming
- Customer Service & Problem Solving Skills
- Communication & Interpersonal Skills

2. Certificate Program in Store Operations:

Module - 2

- Store Operations – an overview
- Merchandising & Visual Merchandising
- Promotions
- Customer Demography & Buying pattern
- Retail Marketing

3. Certificate Program in Communication for Retail Managers:

Module - 3

- Significance & principle of Retail Communication
- Types of Business Communication
- Promotion in Retail Environment
- Advertising, Media, Print Advertisement
- Personal Communication and Inter Personal Skills
- Customer Service

4. Certificate Program in Retail Marketing:

Module - 4

- Building Relationship thro Customer Value
- Principles of Good Retailing
- Strategic Planning in Retailing
- Service Retailing
- Customer Evaluation Factor for Service Quality

5. Certificate Program in CRM in Retail:

Module - 5

- Evolution of CRM
- Customer Service and its Importance in Retail Segment
- Customer Service – Techniques and Skills
- Dealing with Customers
- Customer Surveys
- Handling Complaints

6. Certificate Program in Retail Personnel Management:

Module - 6

- Basic HRM
- Need for HRM in Retail industry
- Leadership styles
- Handling People
- Employee Motivation Methods
- Labor and Industrial Laws
- Performance Appraisal & Grievance Handling

7. Certificate Program in Mall Operations:

Module - 7

- Concept of Malls
- History & Classification of Malls
- Mall Trends
- Legal Issues with Mall Concept
- Large Format Retailing
- Mall Strategies
- Mall Marketing- Segmentation & Positioning
- What makes an Efficient Mall Manager?

Target Group : Students / Working Executives

Eligibility : Candidates Need to Clear the Selection Test

Course Duration : 36 Hours per Module

Attendance : 95% attendance is mandatory for availing job opportunities

