

Certificate Course in Retail Management



Course Content

- Introduction to Retail Management
- Retail Environment Analysis
- Multi-channel Retailing
- Consumer behaviour and strategic planning
- Financial strategies in Retail
- Retail operations: managing the stores

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.

Career Opportunity and Employability

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

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Ms. Anjali S. Pal

Course Coordinator

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PRINCIPAL

**SHETH T.J. EDUCATION SOCIETY'S
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