

CERTIFICATE COURSE IN RETAIL AND SALES MANAGEMENT

Course Summary:

The course is designed to teach the students about the essentials of being a successful sales manager or retailer and provides knowledge about the concepts such as sales territory, effective marketing, merchandising, distribution, and digital marketing among other aspects within the industry. This certification course aims to develop a sense of various activities involved in the sales and retail sector

Course Objective:

- To understand the concept of retailing and related terms
- To recognize and understand the sales management.
- To comprehend the ways digital marketing has progressed.

Duration of the Course: 6 Months

Eligibility: Plus Two in any stream

Any student enrolled in degree programme of the College

INSTRUCTIONAL DESIGN

PROGRAMME STRUCTURE

CODE	COURSE TITLE	CREDITS
GC-CRS1	RETAIL MANAGEMENT	6
GC-CRS2	SALES MANAGEMENT	6
GC-CRS3	DIGITAL MARKETING	6
	Total credits	18

DIPLOMA IN RETAIL AND SALES MANAGEMENT (DRSM)

Course Summary:

The course's primary objective is for students to get marketing expertise in retailing and retail consultancy. The purpose of the course is to educate students for careers in the retail industry or in the retail departments of consulting firms. Along with teaching students more about retailing and retail consulting, the course aims to encourage the growth of their critical and creative thinking abilities.

Course Objective:

- To understand the concept and related terms in retailing.
- To comprehend the ways digital marketing has progressed.
- To recognize and understand the sales management.
- To get basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyse consumer information and develop consumer behaviour- oriented marketing strategies
- To equip students with the knowledge of marketing of all types of services.
- To discuss Supply Chain Management and logistics network configuration along with performance measurement and evaluation.

Course Structure:

Course Name	Credits
Retail Management	6
Sales Management	6
Digital Marketing	6
Consumer Behaviour	6
Service Marketing	6
Logistics and Supply Chain Management	6
Total Credits	36

Course Eligibility: Any under graduate/graduate/post graduate for any recognized University

Course Duration: 12 Months

Credits: 36





JAGAT GURU NANAK DEV
PUNJAB STATE OPEN UNIVERSITY, PATIALA
(Established by the Act No.19 of 2019 of the Legislature of the State of Punjab)

SCHOOL OF BUSINESS MANAGEMENT AND COMMERCE

Certificate/Diploma in Retail and Sales Management

Topics covered under the Certificate course are Sr. No. 1, 2 and 3			
S.No.	Code	Subject	Credits
1.	GC-CRS1	Retail Management	6
2.	GC-CRS2	Sales Management	6
3.	GC-CRS3	Digital Marketing	6
Topics covered under Diploma course are Sr. No. 1, 2, 3, 4, 5 and 6			
4.	DRS4	Consumer Behavior	6
5	DRS5	Service Marketing	6
6	DRS6	Logistics and Supply Chain Management	6


25/4/24


25/04/24

COE