



Creating a World of Leaders

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EXECUTIVE DIPLOMA IN RETAIL MANAGEMENT

Course Description

With an emphasis on retail management and marketing topics, study explores key developments and trends in this area. This course aims at providing a comprehensive view of retailing, and an analysis of the retail environment and exposure to issues and developments in the industry. Students learn how to use technology in order to analyze, collect, and interpret data from retail systems. The emphasis is placed on the basic computer skills used in retail that is report generation, overall social impact of technology in retail. This course teaches the basic principles of marketing that including marketing strategy and planning, product policy, distribution, promotion, segmentation and pricing decisions. Students learn how to employ by teamwork analytical thinking, and communication skills in marketing. Projects may include the branding and marketing of a product through a retail outlet.



Duration :
Regular (1 Year)
Fast Track Available



Eligibility:
12th Pass/Above



Work Experience:
2 Years

The right & deemed fit students will be provided with 100% placement assistance



+91 90377 02200



info@nimslearn.com

ABOUT US

N.I.M.S is a division of Norwich Group based in South India for more than a decade. Norwich Institute of Management Studies helps in training, online courses and online exams. All the Certificates are affiliated from International Council of Distant Education (ICDE). All the online courses and exams will be well monitored by the institution and, the provided certificates are ISO certified and can also be used for International Travel and study based programs.

Our Subjects

- Essentials of Management
- Retail marketing
- Entrepreneurship
- Advertising Management and Sales
- Retail Sales and Customer Services
- Communication Skills

Exam & Duration:

Online Exam: 2 hours/paper

Total Fees For Indian Residents : Rs. 33040*

Total Fees For Foreign Residents : US \$ 560