

Rayat Shikshan Sanstha's
S.S.G.M. Science Gautam Arts and Sanjivani Commerce College, Kopargaon.
DEPARTMENT OF B.B.A
Retail Marketing and Management

Notice

24/11/2017

All the students of **Retail Marketing and Management** course are hereby informed that their commencement of lectures of this course will be starting from **27 Nov. 2017 at 11:00 am** in the department of BBA.



Course Co-ordinator
Dept. of BBA



Principal
S.S.G.M.College,Kopargaon

RayatShikshanSanstha's
S.S.G.M. Science Gautam Arts and Sanjivani Commerce College, Kopargaon.

DEPARTMENT OF B.B.A
Retail Marketing and Management
Roll Call 2017-18

Sr. No.	Name of the Student	Class	Mobile No.
1	Randive Aniket Anand	TY BBA	9284261242
2	Rawal Anuj Hasmukh	TY BBA	9527502865
3	Pangavhane Suraj Balasaheb	TY BBA	9766779268
4	Tribhuvan Akshay Vilas	TY BBA	9552153841
5	Yeole Nikhil Subhash	TY BBA	9766595436
6	Tipayale Amol Shivanath	TY BBA	9823863364
7	Mali Umakant Dhondu	TY BBA	9657467243
8	Goraksha Harshal Dilip	TY BBA	7387455152
9	Lokhande Rajendra Manjahari	TY BBA	9595713069
10	Kapre Vishal Mukund	TY BBA	7350607080
11	Sali Saish Jitendra	TY BBA	9762281466
12	Devare Nikil Vitthal	TY BBA	7083078999
13	Kankubji Shreeharsh Deepak	TY BBA	9272249272
14	More Saurabh Rajendra	SY BBA	8806702413
15	Mokal Pratiksha Vijay	SY BBA	7068661756
16	Uttarkar Abhishek Ajay	SY BBA	7776903513
17	Hajare Mahesh Ravindra	SY BBA	7350803903
18	Rajurkar Sayali Mahesh	SY BBA	9588607082
19	Bhoi Monali Raju	SY BBA	8605563037
20	Bhalerao Kalpana Ashok	SY BBA	9075144970
21	Racca Aboli Chandulalji	SY BBA	7775896563
22	Gadakh Samradhyni Shankar	SY BBA	9767185188
23	Varpe Rohit Shantilal	SY BBA	8788412067
24	Take Shubham Abasaheb	SY BBA	9075598316
25	Kadam Kunal Eknath	SY BBA	7028570557
26	YeoleVarsha Rohidas	SY BBA	8552957957
27	Najan Ashwini Haushabapu	SY BBA	7741811615
28	Joshi Pooja Rajendra	SY BBA	9764762301
29	Gavhale Pooja Sanjay	SY BBA	9273051555
30	Narode Suchita Vijay	SY BBA	9765721463

2500/-


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Program Project Report (PPR)

Overview:

- **Program Name:** Certificate Course Retail Marketing & Management
- **Sector:** Retail – white goods, malls, apparel
- **Occupation & Description of Role:** Store supervisor / Junior Supervisor / Sales Associate – These jobs involve varying nature of operations management, customer service, selling of goods, helping customers with options, processing transactions etc.
- **Skills acquired include:** Retail industry knowledge, marketing concept, operations of stores, communication skills, professional etiquette
- **Proposed Program Duration:** 3 months or 90 hours. (45 hrs theory and 45 hrs practical)

Curriculum:

Module / Unit	Contents	Hours		Learning Outcome	Equipments Required	Instructional Activities
		Theor y	Practical			
✓ 1	Introduction to Retail marketing and marketing management- Definition and Scope of Retailing, Evolution of Retailing, Indian Retailing Scenario Special, Basic retail terminologies.	7	NA	Define and explain basic marketing concepts of retailing	Projector for PPT/Videos	Explain definition of retail and evolution of retail over period of time.
✓ 2	The Retail Marketing Mix & Segmentation- 7P's of Marketing, Market, Segmentation, Basis of retail segmentation	6	NA	Classify retail market	Projector for PPT/Videos. Printed case study to identify basis of segmenting a retail market.	Make groups of students to solve case and each group to present the solution of the case.

3	Private Branding in Retail, Rural Retailing- Importance of branding in retail, Brand Assortment, Retail Brand Building through Store Brands, Communication in Building Brands, Value of Brand Image, Private label, Rural Retailing	7	NA	Distinguish between brand, private label and rural retailing.	Projector for PPT/Videos. Worksheets.	Ask students to list differentiating factors between brand and private label brand.
4	Store Location, Format, Categories and Layout- Location and Ease of Access, Layout Patterns, Presentation Techniques, Fixtures in Merchandise Presentation, Formats, Categories	5	12	Identify store layout patterns, formats and categories	Bus to ferry students to the store. Permit for bus. Note pad, Pen for students.	Walk through the store, identify location and layout criteria.
5	Inventory- retail inventory classification, inventory levels	4	11	Design and develop retail store inventory management	Bus to ferry students to the store. Permit for bus. Note pad, Pen for students.	Ask the store personnel to explain stock maintenance.
6	Mall Management- Facility management, safety security and disaster management	4	11	Understand basics of mall operations	Bus to ferry students to the store. Permit for bus. Note pad, Pen for students.	Walk through the mall, identify location and layout of the mall. Addressing by the administration and facility staff of the mall

						on security and disaster management.
7 ✓	Introduction to Customer Relationship Management- Customer Expectations, Customer satisfaction, Classification of Customer Service,	4	NA	Identify importance of customer relations and retention	Worksheets.	Explain customer expectation/satisfaction to the students.
8 ✓	Customer Relationship Management in Retailing- Building Relationships in Retailing, Ensuring Retail Service Quality, Customer Service Strategies, Use of Technology in Retail Customer Relationship.	4	11	Discover application of CRM in retail	Questionnaire. Telephone connection. Customer List from any local retailer.	Instructor has to conduct feedback from existing customer at local retailer.
9	Customer support Methodology- Pre-sale and post sale support activities, product/service Delivery gaps, customer complaint resolution, customer feedback	4	NA	Use various methodologies to support customer-pre and post sale	Bus to ferry students to the store. Permit for bus. Note pad, Pen for students.	Stores manager to explain Pre-sale and post sale support activities, product/service Delivery gaps to the students.

Assessment

Sr. No.	Content	Learning outcomes	Skill Assessment	Marks	Criteria
1	Introduction to Retail marketing	Define and explain	Worksheet – Define	20	

	and marketing management- Definition and Scope of Retailing, Evolution of Retailing, Indian Retailing Scenario Special, Characteristics of Retailing	basic marketing concepts of retailing	and explain terms in retailing.		50%
2	The Retail Marketing Mix & Segmentation- 7P's of Marketing, Market, Segmentation, Basis of retail segmentation	Classify retail market	Practical through Case study	20	50%
3	Private Branding in Retail, Rural Retailing- Importance of branding in retail, Brand Assortment, Retail Brand Building through Store Brands, Communication in Building Brands, Value of Brand Image, Rural Retailing	Distingwidh between brand, private label and rural retailing.	Worksheet to distinguish between brand and private label brand.	20	50%
4	Store Location, Format, Categories and Layout.- Location and Ease of Access, Layout Patterns, Presentation Techniques, Fixtures in Merchandise Presentation, Formats, Categories	Identify store layout patterns, formats and categories.	Visit and report writing	20	50%
5	Inventory- Retail inventory classification, inventory levels	Design and develop retail store inventory management	Visit and report writing	20	50%
6	Mall Management- Facility management, safety	Understand baics of mall operations	Visit and report writing	20	50%

	security and disaster management				
7	Introduction to Customer Relationship Management- Customer Expectations, Customer satisfaction, Classification of Customer Service,	Identify importance of customer relations and retention	Worksheet to define/ explain various terms.	20	50%
8	Customer Relationship Management in Retailing- Building Relationships in Retailing, Ensuring Retail Service Quality, Customer Service Strategies	Discover application of CRM in retail	Practical by calling current customers for feedback.	20	50%
9	Customer support Methodology- Pre-sale and post sale support activities, product/service Delivery gaps, customer complaint resolution, customer feedback	Use various methodologies to support customer-pre and post sale	Visit and report writing	20	50%

Lesson Plan- Rayat will conduct 1Hour daily session; Theory 28 Session = 28 Hour

Module/ Unit	Contents	Theory	Practical	Number of Sessions	Faculty
1	Introduction to Retail marketing and marketing management	7	NA	7	Rayat Faculty
2	The Retail Marketing Mix & Segmentation	6	NA	6	Rayat Faculty
3	Private Branding in Retail, Rural Retailing	7	NA	7	Rayat Faculty
4	Store Location, Format, Categories and Layout	5	12	5	SSOU Faculty
5	Inventory	4	11	4	SSOU Faculty
6	Mail Management	4	11	4	SSOU Faculty

7	Introduction to Customer Relationship Management	4	NA	4	Rayat Faculty
8	Customer Relationship Management in Retailing	4	11	4	SSOU Faculty
9	Customer support Methodology	4	NA	4	Rayat Faculty



Head
 Department of BBA
 S.S.G.M. College, Kopergaon
 Dist. Ahmednagar

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S.S.G.M. Science, Gautam Arts and Sanjivani Commerce College, Kopergaon

Department of BBA

Certificate Course Retail Marketing and Management

Time Table

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00-01:00PM	Intro. to Retail Mkt. & Mlt. Mgt	The Retail Mkt. Mix & Segmentation	Pvt. Branding in Retail, Rural Retail	Store Location, Format ,Category & Layout	Inventory	Mall Management
	Prof. Salve NB	Prof. Wavhal VS	Prof. Wavhal VS	Prof. Gaware AB	Prof. Gaware AB	Prof. Salve NB
12:00-01:00PM	The Retail Mkt. Mix & Segmentation	Intro. to Retail Mkt. & Mlt. Mgt	Store Location, Format ,Category & Layout	Pvt. Branding in Retail, Rural Retail	Mall Management	Introduction To CRM
	Prof. Gaware AB	Prof. Salve NB	Prof. Gaware AB	Prof. Wavhal VS	Prof. Salve NB	Prof. Mrs. Shinde S.
12:00-01:00PM	Pvt. Branding in Retail, Rural Retail	The Retail Mkt. Mix & Segmentation	Intro. to Retail Mkt. & Mlt. Mgt	Inventory	Introduction To CRM	CRM in Retailing
	Prof. Wavhal VS	Prof. Gaware AB	Prof. Salve NB	Prof. Salve NB	Prof. Mrs. Shinde S.	Prof. Mrs. Shinde S.
12:00-01:00PM	Mall Management	Pvt. Branding in Retail, Rural Retail	The Retail Mkt. Mix & Segmentation	Intro. to Retail Mkt. & Mlt. Mgt	CRM in Retailing	Customer Support Methodology
	Prof. Salve NB	Prof. Wavhal VS	Prof. Gaware AB	Prof. Salve NB	Prof. Mrs. Shinde S.	Dr. Nighot BB
12:00-01:00PM	Pvt. Branding in Retail, Rural Retail	The Retail Mkt. Mix & Segmentation	Inventory	Introduction To CRM	Intro. to Retail Mkt. & Mlt. Mgt	Customer Support Methodology
	Prof. Wavhal VS	Prof. Wavhal VS	Prof. Gaware AB	Prof. Mrs. Shinde S.	Prof. Salve NB	Dr. Nighot BB
12:00-01:00PM	Customer Support Methodology	Store Location, Format ,Category & Layout	The Retail Mkt. Mix & Segmentation	CRM in Retailing	Pvt. Branding in Retail, Rural Retail	Intro. to Retail Mkt. & Mlt. Mgt
	Dr. Nighot BB	Prof. Gaware AB	Prof. Gaware AB	Prof. Mrs. Shinde S.	Prof. Wavhal VS	Prof. Salve NB


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**Shri Sadguru Gangageer Maharaj Science, Gautam Art's & Sanjivani Commerce College,
Kopargaon. Dist-Ahemadnagar
Department of BBA
Academic Year- 2017- 2018
SHORT TERM COURSE EXAM**

Class: - TYBBA

Sub: Retail Management & Marketing

Time: - 01 Hour

Marks: - 20

(Solve any 2 Questions)

Q.1 Define & Explain the basic marketing concepts of Retailing.

Q.2 Explain the basics of mall operation.

Q.3 Explain store layout patterns, formats & categories.




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& SANJIVANI COMMERCE COLLEGE, KOPARGAON**
DEPARTMENT OF B.B.A.



Organized
Short-Term Course

On

RETAIL MARKETING AND MANAGEMENT

Academic Year - 2017-18



This is certify that _____
has completed the Short Term Course, "Retail Marketing and Management" in the
academic year 2017-18 organized by Department of B.B.A., S.S.G.M. College, Kopargaon,
Dist. Ahmednagar (M.S.)

Dr. Nighot B. B.
Co-ordinator
Department of B.B.A.

Mr. Gaware A. B.
Head
Department of B.B.A.

Dr. Kakde K. P.
Principal
S.S.G.M. College, Kopargaon



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& SANJIVANI COMMERCE COLLEGE, KOPARGAON**
DEPARTMENT OF B.B.A.



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