

MM4 - Retail Sales Management and Services Marketing Course Outcomes

CO1

On completion of this module the students will be able to utilise the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to plan their retail business as future manager by applying retail segmentation.

CO2

On completing this module, the students will be able to take part in the decisions involved in running a retail firm. They will also be able to form their own opinion on various retail formats and recommend strategies for retail planning.

CO3

On completing this module, the students will be able to draw relationship between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to predict impact of changing trends in Indian market scenario on retail business.

CO4

On completion of this module, the students will be able to analyse concepts, functions, and techniques of the craft of service marketing services and will also be able to identify critical issues in service design & delivery. As future managers they will also be able to adapt a particular model of service marketing to a firm they work with.

CO5

On completing this module, the students will be able to examine the application of integrated marketing communication (IMC) to retail business and develop an effective service marketing system for retail business. Students will also be in a position to recommend ethical rules for conduct of retail business in India.