

From

Date: 25-07-2019

HOD of Commerce

Sree Siddaganga First Grade College of Arts and Commerce,
Nelamanagala.

To

The Principal

Sree Siddaganga First Grade College of Arts and Commerce,
Nelamanagala.

Respected Sir,

Sub: Permit to start Retail Marketing Certificate Course

With reference to the above subject Department of Commerce is planning to conduct a certificate course for B.A and B.Com students on "Retail Marketing", So kindly permit us and oblige.

Thank you

M.S. Shrinani

PRINCIPAL
Sree Siddaganga First Grade
College of Arts & Commerce
Nelamanagala - 562 123.

Yours faithfully

H.S. Prakesh



Sree Siddaganga Education Society (Regd)
SREE SIDDAGANGA FIRST GRADE COLLEGE
OF ARTS AND COMMERCE, SONDEKOPPA ROAD, NELAMANGALA - 562123.
(Affiliated to Bangalore University)

☎ : 9480116150

E-mail: ssfgc.nel@gmail.com

Website: www.ssfgcnml.org



Re-Accredited at the "B" level from 'NAAC'

ಶ್ರೀ ಸಿದ್ದಗಂಗಾ ಪ್ರಥಮ ದರ್ಜೆ ಕಲಾ ಮತ್ತು ವಾಣಿಜ್ಯ ಕಾಲೇಜು, ನೆಲಮಂಗಲ-562123

Date: 01-08-2019

MEMO

All the B.A and B.Com students are here by informed to attend Retail Marketing certificate course. Classes will be held from 05-08-2019 to 19-08-2019, your attendance is mandatory.

M. S. Shrinivas
PRINCIPAL
Sree Siddaganga First Grade
College of Arts & Commerce
Nelamangala - 562 123.

Sree Siddaganga Education Society



**SREE SIDDAGANGA FIRST GRADE COLLEGE OF
ARTS & COMMERCE -Nelamangala 562123**

Affiliated to Bangalore University NAAC Accredited "B"

**Department of Commerce & IQAC Jointly
Organized Certificate Course
Topic: 'Retail Marketing'**

Date: 05-08-2019

Venue: College Auditorium

11:00 A.M

Keynote Speaker : Smt. Pramila
Assistant Professor, GFGC,
Nelamangala

Presided By : Dr. M S Shivaprakash
Principal, Sree Siddaganga First Grade
College of Arts & Commerce

Organized By

Sri. H S Prakasha
HOD, Commerce SSFGC

Dr. K N Amarendra
IQAC Co-ordinator, SSFGC

Co-Operation

Management, Principal, Staff & Students

Hearty Welcome

Sree Siddaganga First Grade College of Arts and Commerce
Nelamangala - 562123.

Department of Commerce & IQAC
Jointly Organized Value Added Course
Topic: **"RETAIL MARKETING"**

Time: 11.00 AM


Programme Schedule

Date: 05.08.2019

1	Invocation	Kum. Divya
2	Welcome and Introduction	Dr. G Gangaraju NSS Programme Officer, SSFGC Nelamangala
3	Keynote Speaker	Smt. Pramila Assistant Professor, GFGC, Nelamangala
4	Presidential Address	Dr. M S Shivprakash Principal, SSFGC Nelamangala
5	Vote of Thanks	Smt. Kalavathi S G Lecturer, Department of Commerce SSFGC, Nelamangala
6	Anchoring	Sri. H S Prakasha HOD of Commerce SSFGC, Nelamangala

-----Hearty Welcome-----


Convener


PRINCIPAL
Sree Siddaganga First Grade
College of Arts & Commerce
Nelamangala - 562 123.

Retail Marketing

Course Outcomes

1. Understand the Function of Retail business and various Retail Formats and retail channels.
2. Understand the difference between retail and manufacturing supply chain.
3. Understand key drivers of retail supply chain and how to select a retail store location.

Program specific out comes

1. Define retailing
2. Understand what marketing means to business executives and academics.
3. Understand the ways that retailers use marketing tools and techniques to interact with their customer
4. Understand the impact of retailing on the economy.



PRINCIPAL
Sree Siddaganga First Grade
College of Arts & Commerce
Nelamangala-562 125

Retail Marketing

Unit - I

15 hours

An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

Unit - II

15 hours

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.



PRINCIPAL

Bree Siddaganga First Grade
College of Arts & Commerce
Nalmandala-562 123

CERTIFICATE COURSE TIME TABLE FOR THE YEAR 2019

Retail Marketing

DAYS	9 to 10	10 to 11	11 to 12	12 to 1	1 to 1.30	1.30 to 2.30	2.30 to 3.30	3.30 to 4.30
MON	R.M				L U N C H B R E A K			R.M
TUE	R.M							R.M
WED	R.M							R.M
THU	R.M							R.M
FRI	R.M							R.M
SAT	R.M						R.M	R.M
SUN		R.M	R.M					

perday - 2Hours.

M. S. Srinivas
PRINCIPAL

Sree Siddagan: First Grade
College of Arts & Commerce
Nelamangala - 562 123.

SREE SIDDAGANGA FIRST GRADE COLLEGE OF ARTS & COMMERCE, NELAMANGALA-562 123

Value Added Certificate Course

RETAIL MANAGEMENT 05th August to 19th August 2019

SL.No.	Name of the Student	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	Annapoorna M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
2	Anusuya K	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	Aruna H	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
4	Ashwini G	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
5	Ashwini T M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	Balaji H G	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
7	Basavaraju N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
8	Bhagya R	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
9	Bharatha S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
10	Chaithra S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
11	Chandankumar H	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	Chethan S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
13	Chinnakrishna T R	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
14	Deepika G	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
15	Devaraj Naik N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	Hareesh K A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
17	Hemanthkumar K A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	Indumathi N A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
19	Kantharaju N B	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
20	Kavya K S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	Kavya S K	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
22	Kiran H	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	Krishna K C	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
24	Kusuma B	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

109	Dhanush S	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P			
110	Kempegowda G T	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
111	Kusuma K	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P			
112	Puneeth R	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
113	Renuka G	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A			
114	Shalini M S	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
115	Shivakumar R	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
116	Thanuja G	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	P	P	P	P	P	P	P			
117	Yashaswini N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			
	No. Students Present	113	111	107	110	102	111	112	110	111	110	109	111	111	112	113	112	110	113	111	108	109	108	111	110	113	107	110	107	111	113
	Sign of Lecturer																														

Convener

No. of students appear - 117

No. of Students Completed - 113

Duration of the Course - 30 Hours
per day - 2 Hours.

Principal
PRINCIPAL
Sree Siddaganga First Grade
College of Arts & Commerce
Nelamangala - 562 123.



**SREE SIDDAGANGA FIRST GRADE COLLEGE OF ARTS AND
COMMERCE, NELAMANGALA - 562123**

Department of Commerce, IQAC jointly organized Certificate
Course on Retail Marketing

CERTIFICATE

This is to certify that RASHMI M. N Of
..... II B. A has successfully
completed Retail Marketing training classes conducted from 05-08-2019 to
19-08-2019 at our college.

H. S. Praveen
Organizer

[Signature]
IQAC

M. S. Shrinani
Principal