

One Year Diploma in Sales & Retail Marketing (SRM) – After 12th

India is fast growing as a corporate hub of the World, so career in Sales and Marketing becomes very exciting. With the emergence of more and more Multinational and Domestic Companies, opportunities for marketing professional are infinite. There is always room for competent and hard working Sales professionals who are people oriented. Sale require a lot of questioning, listening to clients, negotiating and making deals, positive mental attitude, paying attention to details and following up till the product is sold. If you also enjoy meeting people and going new places, it will be helpful. Retail is one of the most vibrant part of the world economy. The growing mall culture and appetite for life style products are boosting demand for more modern retailing for mats.

Professional sales people are essential part of any Company with so many similar products in the market, it is the effective sales force that makes the difference. One can join as a Sales Executive and go up to becoming a Sales and Marketing Manager, within a short span of time.

Scope: - After completing Diploma in Sales and Retail Marketing one can work as Sales Representative with Departmental Store, Shopping Mall, Supply chain Store, as well as Online Stores. By studying communication skills one becomes smart and presentable personality to progress in this competitive World of Sales and Marketing.

Eligibility : 12th Pass or Equivalent

Time : 6.15pm. to 7.45pm
5 days in a week

Duration: One Academic year of 10 months

Fee : Rs. 40000/- (This includes GST applicable).
You can pay in two equal instalments.



EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. All group activities and project work is compulsory.

First Semester

Paper I to Paper IV, towards end of 1st Semester.

PI	Sales Promotion & Advertisement	= 100 Marks
PII	Retail Marketing	= 100 Marks
PIII	Basic Computer Application	= 100 Marks
PIV	Project and skill test for 1st semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Second Semester

Paper V to Paper VIII, towards end of 2nd Semester

PV	Communication Skills (English)	= 100 Marks
PVI	Marketing & Supply Chain	= 100 Marks
PVII	Business Management	= 100 Marks
PVIII	Project and skill test for 2nd semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Total Marks = 500 (First Semester) + 500 (Second Semester) = 1000 Marks

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments and projects are compulsory.