

Certificate in Retail Marketing Principles

6 Months

3 Modules

2 Assessments

1 Exam

THIS CERTIFICATE FORMS PART OF THE MODULAR QCTO PROGRAMME IN CHAIN STORE MANAGEMENT (CSM)

You will learn:

This qualification will serve to equip qualifying participants with the fundamental skills and attitude necessary to:

- Manage retail chain store operational processes.
- Maintain retail chain store stakeholder relations.
- Implement plans to improve sales in a retail chain store.
- Manage risk and maintain assets in a retail chain store.

Managing service standards of a retail chain store

- Principles of customer service and standards
- Health, Safety and Housekeeping

Stock control in a retail chain store

- The principles of management in a retail business
- Principles of controlling stocks
- Concepts and principles of buying and replenishment in a chain store organisation
- Concepts and principles of product mix and range

Implementing promotional activities in a retail chain store

- Advertising and promotions principles and strategies
- Principles of visual merchandising
- Ticketing principles
- Head Office control of promotional displays

About this course

This Certificate in Retail Marketing Principles course is the second part of the two certificate courses that form part of the **Quality Council for Trade and Occupations (QCTO) Chain Store Manager qualification**.

The purpose of this course is to equip students with the requisite knowledge to be able to apply retail marketing and management principles in different retail contexts. Upon completion of this programme, students are able to independently undertake the practical and work experience requirements for the CSM in their current workplace.

The qualification consists of two certificates, the **Certificate in Retail Operations** and the **Certificate in Retail Marketing Principles**. On successful completion, participants will meet the knowledge and practical component skills requirements of the **QCTO Chain Store Manager qualification**.

After completion of the two certificates, participants are required to complete a portfolio of applicable work experience evidence. The certificates achieved and portfolio of evidence allow a participant admission to a national examination administered at QCTO assessment centres. On successful completion of an external examination the qualification of Chain Store Manager is conferred by the QCTO. This course includes the following modules:

Managing service standards - The main focus of learning in this knowledge module is to build an understanding of customer service, including service standards, health, safety and housekeeping and their impact on customer service. The knowledge areas covered include areas of customer service, moments of truth and legislation impacting on customer service.

Stock control - The main focus of learning in this knowledge module is to build an understanding of the concepts and principles for managing stock in a retail chain store. The knowledge covered in this module includes principles of stock control, purchasing, mix and range and principles of logistics and supply chain.

Implementing promotional activities - The main focus of learning in this knowledge module is to build an understanding of the concepts and principles for implementing Store Support Centre planned promotional activities. Principles of advertising, visual merchandising, ticketing and head office role in promotional displays is covered in this module.

Improving financial performance in a chain store - The main focus of learning in this knowledge module is to build an understanding of the concepts and principles for improving the bottom-line contribution of a retail chain store to the organisation. The knowledge module covers aspects such as financial reports used by retail chain stores and analysis of reports, risk management, asset control and shrinkage and loss control.

PRICE: R4,950 including VAT