

# VIJAYARAJE GOVT. GIRLS P.G. COLLEGE, MORAR

**SESSION: 2024-25**

**30 Hours Certificate Course**

## **RATAIL MARKETING MANAGEMENT**



- Introduction
- Role of Marketing in retail
- Trends & Challenges
- Consumer Behavior and Market Analysis
- Retail Marketing Strategies

**COURSE CONVENER-  
DR. SHWETA MATHUR**

## **SERVICE MARKETING**

- Introduction to Service Marketing
- Service Marketing and technology
- Recent trends in Marketing of Services



**COURSE CONVENER-  
DR. NAMRATA AGARWAL**

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**Organized by –**

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