

## Nirma University

Nirma University was established in the year 2003 as a statutory university under Gujarat State Act at the initiative of Nirma Education and Research Foundation (NERF). In 1994, founder of Nirma Industries and an internationally renowned entrepreneur Dr Karsanbhai K Patel crystallized his long cherished dream of providing world class facilities for professional education in Gujarat. He established NERF which in turn established, a 125 acre campus, eight institutions within a span of 22 years. Functioning under the aegis of NERF, the university presently includes of a top grade – Institute of Technology (1995), a leading business school – Institute of Management (1996), Institute of Pharmacy (2003), Institute of Science (2004) Institute of Law (2007), Institute of Architecture (2013), Institute of commerce (2016) and Institute of Design (2017). All these institutions have emerged as centers of excellence offering various programmes ranging from undergraduate to doctoral levels in technology, engineering, business, pharmacy, sciences, Law, commerce, architecture and design.

## About Institute of Management

Founded on the vision of PadmaShri Dr. Karsanbhai K. Patel, the Institute of Management, Nirma University (IMNU) came into existence in 1996. Embodying the principles of entrepreneurship, excellence and professionalism, it imparts top-class business education and has produced new generation entrepreneurs and managers over the years.

The Institute of Management believes in serious academic pursuit and encourages original and innovative thinking with regard to national and internationally relevant ideas, and policies through intellectually stimulating debates and discussions at all levels. The Institute has built its reputation with a dedicated goal of adding value to life and professional standards.

The Institute, highly rated nationally as a business school, currently offers the following programmes:

- Master of Business Administration (Full Time)
- Master of Business Administration

- (Family Business & Entrepreneurship)
- BBA-MBA Five Year (Integrated) Programme
- Doctoral Programme in Management (Full-Time)
- Doctoral Programme in Management (External)
- Executive Diploma Programme in Management
- Management Development Programmes

## About Centre For Continuing Education

Nirma University has established a Centre For Continuing Education with the following objectives:

- To provide Need based Continuing Education, Knowledge, Training etc. in various fields to all stakeholders.
- To assist working professionals in the industry in widening their knowledge base and in improving their skills.
- To arrange Workshops, Lectures, Seminars, Services, on requests.
- To identify employment potential areas and to conduct competency based skilled development programme.
- To conduct Vocational Training to meet the specific needs of industrial businesses.
- To conduct short duration and long duration programmes in Management, Engineering and Technology, Pharmacy, Science, Law and Architecture.
- To conduct Training Programme for Competitive Examinations.
- To coordinate the continuing education programme offered by various Institutes at the University level.

### For further details, contact:

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## Marcom Practices of Retail Stores

**Date: September 20-21, 2019**

**Programme Coordinator**  
**Prof. Sapna Parashar,**  
**Associate Professor with**  
**Institute of Management**



**Conducted By**  
Institute of Management,  
Nirma University

**Organised By**  
Centre for Continuing Education  
Nirma University

### Address for Correspondence:

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## OBJECTIVE OF THE PROGRAM

1. Retail mix tools and current practices
2. Planning of Retail Mix Tools
3. Planning of Marketing Communication in Retail Sector

## OUTLINE OF CONTENTS

Transition from traditional retail to organised retail is taking place due to changing consumer expectations, growing middle class, higher disposable income, preference for luxury goods, change in the demographic mix, etc. This is further intensified with the convenience of shopping with online stores (online shopping), multiplicity of choice under one roof (Shop-in-Shop), and the increase of mall culture, etc. These factors are expected to drive organized retail growth in India over the long run. Even the unorganized retailers continue to dominate the landscape and have started specializing in the type of merchandise stocked and are developing new marketing schemes and strategies to attract and retain the shoppers .

Retailers on other hand have long invested in promotion management systems to drive sales and induce the customer to make unplanned purchase . The number, variety and immediacy of promotional tools has increased with the growth of digital media and on other had to improve demand planning, retailers have undertaken transformational change to redefines promotion as any corporate efforts across all categories The program will help the retailers to identify the effective instore and outstore promotion tools and devise effective promotion implementation marcom practices across various formats

## RESOURCE PERSONS

The Faculty of Institute of Management, Nirma University would conduct the programme.

## FOR WHOM

1. Small/Unorganised Retailers
2. Entry and Middle Level executives from organized retail stores.

## HOW TO APPLY

The applicants are required to send completely filled in application form (photocopy may also be used) along with the registration fees so as to reach the coordinator on or before 15<sup>th</sup> September 2019.

## COURSE REGISTRATION FEES

Fees	Types of Participants
Rs.7000/-	Industry Person

**(Note:** As per the Govt. Policy, please add CGST (9%) & SGST (9%) to the programme fee.)

Breakfast, Lunch, Tea and Kit (with course materials) will be provided to all the participants. All other expenses are to be borne by the participants.

Registration charges are non-refundable. Participants are required to make their own arrangements for lodging, boarding and travelling. However, on request, the arrangement for accommodation can be made on chargeable basis.

Fee can be paid by Demand Draft/Local Cheque. Demand Draft / Cheque should be drawn in favor of "**Centre for Continuing Education, Nirma University**" payable at Ahmedabad

## Programme Time

09:30AM to 05:30PM (All days)

Nirma University  
Centre for Continuing Education

## APPLICATION FORM Marcom Practices of Retail Stores

**Date: September 20-21, 2019**

1. Name \_\_\_\_\_
2. Age \_\_\_\_\_ years
3. Designation \_\_\_\_\_
4. Organization \_\_\_\_\_
5. Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Phone \_\_\_\_\_  
Mobile \_\_\_\_\_  
Email \_\_\_\_\_
6. Experience (years) in relevant area  
(if applicable)  
Academic:.....  
Industry:.....
- 7 Demand Draft/Cheque No \_\_\_\_\_  
Dated \_\_\_\_\_  
Bank with Branch \_\_\_\_\_

\_\_\_\_\_  
Signature of Participant

Date :

Place :

Certified that the above applicant is employed in our organization and the information stated by him/her is verified and found correct. We therefore, sponsor him/her to attend the short term training organized at your institute

\_\_\_\_\_  
Signature of  
Sponsoring Authority  
with Seal