

**INSTITUTE FOR EXCELLENCE IN HIGHER
EDUCATION, BHOPAL**
Vocational Cell

**Certificate Course in Retail
Marketing Management**

- Introduction to Retail Marketing Management
- Retail Strategy & Planning
- Retail Franchising
- Retail Store locations
- Retailing



**Duration: 6 months
150 hrs**

Eligibility: 10+2 pass

Fees: General - ₹2500

Reserved - ₹1875

Seats :30

Open for IEHE and Outsiders!

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