



Learner Achievement Verification

This is to certify that the management of Alison has decided to award GODFREY KALULE KAYIZA living in Uganda the certificate of completion in Retail Management - Merchandising, Distribution and Marketing.

Learner Details



Name: GODFREY KALULE KAYIZA
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Country: Uganda



Course and Result



Score
90%
Study Time
2:31:17

Retail Management - Merchandising, Distribution and Marketing

This course introduces you to retail merchandising. We discuss the different ways to determine price points and examine the manufacturer-suggested retail price (MSRP). We then study visual merchandising and the principles of display design, which are essential to attract customers. We also explore the flow of goods and services. We define 'retail marketing' and study its '4 Ps': product, price, place and promotion. The cou

Modules Studied

Module 1: Module 1: Merchandising and Distribution

Module 2: Module 2: Retail Marketing

Module 3: Course assessment