

CERTIFICATE COURSE IN SALES AND MARKETING

Introduction

Aim

- To enhance the marketing skills.
- To provide in-depth working knowledge of sales & marketing function in Gems & Jewellery.
- Techniques to maintain better customer relation.
- New development in the area of Gems & Jewellery Marketing.
- To train Industry Professionals with a view to enhance Export growth.

Objective

This course is designed for marketing executives and managers working in the Gems & Jewellery Industry. This is an evening programme specially designed as up gradation Certificate Programme for marketing professionals. The course consists of theory as well as practical sessions and faculty is drawn from Industry as well as academics.

Duration	: 15 Sessions (3wks) (Mon to Fri)
Timing	: 5pm to 7pm.
No. of Seats	: 20
Eligibility	: H.S.C. or equivalent and above or industry experience.
Fees	: Rs. 10,000/- 25% Discount Rs. 7500/-
Faculty	: Ms. Priya Kenkare.
Certification	: 90% of attendance and submission of all assignments set in the Course with satisfactory level is necessary.
Assessment	: Only internal grading/assessment will be provided to individuals as to know their personal standing.
Target Group	: Marketing executives, Marketing Managers working in Gems & Jewellery industry and fresher.