



*Training Course:
Retail Marketing & Marketers Management*

*29 December 2025 - 2 January 2026
Kigali (Rwanda)*

Training Course: Retail Marketing & Marketers Management

Training Course code: SM234620 From: 29 December 2025 - 2 January 2026 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

Introduction

The word "Retailing" is derived from the French verb "retailer", which means, "to cut a piece off." From a marketers point of view, retailing is defined as a set of marketing activities that are designed to provide satisfaction to the end consumer. By the end of the course you will be able to: Understand What is Retail Management, Learn about the Retail Selling Process, Explain the Classification of Retailers, Explain the Steps of Retail Strategy Planning, Understand what is Franchising, Understand What is Visual Merchandising, Explain the Types of Retail Location, Understand What is a Private Label and the Process of Creation of Private Label, List down the Myths about Careers in Retailing and Learn the Tips for Success in Retailing.

Course Objectives of Retail Marketing & Marketers Management

- Apply the principles, practices, and concepts used in retail marketing management.
- Describe the complex nature and environment of retail marketing management together with the marketers
- Understand and manage your marketers according to the retail industry.
- Understand the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.
- Identify the approaches to and guidelines used to analyze and solve marketers' problems and make decisions in retail organizations.

This course will focus on

- Marketers Management & Administration
- Retail Marketing Management & Customer Relations
- Sales Management & Marketing vis-à-vis markers
- Advanced Management & Administration Theory & Practice

Course Outlines for Retail Marketing & Marketers Management

Day 1: BUSINESS MANAGEMENT & ADMINISTRATION

- Retail marketing organization; structure, reporting, spans of control.
- Business environment; factors in a business location.

- Planning and forecasting in business, the business plan; starting or taking over a business.
- Budgeting and budgetary control.
- Management of marketers: recruiting, selecting, inducting, training, controlling, remunerating.
- Motivation, human resources; health, and safety in the workplace, communication, job analysis.
- Principles of marketers, sales and marketing management, market research, sales promotion.
- Prices and pricing policy.
- Office management, office organization, set-up, equipment, data, and information.

Day 2 & 3: RETAIL MARKETING MANAGEMENT & CUSTOMER RELATIONS

- Scope and concepts of retail marketers & product management
- Products, retail product sectors, strategic project factors
- Retail product management: process and people
- Traditional and contemporary retail marketing
- Understand category management, product category lifecycles
- Evaluating and monitoring marketers and developing them
- Managing the response to sales and marketers
- Allocating retail marketers to products - a planned framework
- Practical and customer considerations in space management and allocation
- Retail store and outlet design, materials, atmosphere, lighting, signs
- Store image, location, life-styling, and strategic factors
- Communicating the product offer, communication channels, advertising
- Evaluating retail product management performance
- Assessment of profitability, sales, productivity, cost reduction, negotiation, quality performance
- Ethical retailing and customers, sustainable and ethical product management and supply

Day 4: SALES MANAGEMENT & MARKETING

- The principles of selling and salesmanship - achieving sales, income, profit.

- Internal sales personnel and commercial traveling salespeople.
- The methods of selling: creating interest, giving demonstrations, making sales transactions.
- Types and categories of consumers, commercial, and corporate buyers.
- Making ongoing sales, building customer relationships, generating and following up sales leads.
- Building effective sales teams, setting and monitoring sales targets, deciding upon sales areas.
- The organization and control of sales teams, and the special issues regarding traveling salesmen.
- Segmentation of markets, the role of brands, psychology in sales and marketing for marketers

Day 5: ADVANCED MANAGEMENT & ADMINISTRATION THEORY & PRACTICE

- Mission, vision, values, MBWA.
- Motivational theory: human relations, social psychology; self-realization, motivation-hygiene, expectancy theory.
- The theories of Argyris, Maslow, McGregor, Likert, Herzberg, Vroom, Handy; intrinsic and extrinsic factors.
- Leadership theory: traits, style, contingency; theorists.
- Building and developing workgroups, group behavior, norms, cohesiveness.
- Managing change, creating, and managing culture.
- Strategic management; the theories of Chandler, Andrews, Porter, SWOT.
- Environmental and competitive barriers to entry, industrial competitiveness.
- Corporate objectives, policies, business ethics, social responsibilities.

Registration form on the Training Course: Retail Marketing & Marketers Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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