



Anekant Education Society's  
**Tuljaram Chaturchand College of Arts, Science & Commerce, Baramati**  
**Department of B.Voc Retail Management**

16<sup>th</sup> April, 2024

**Report of Certificate Course: Marketing Management Skills**

Tuljaram Chaturchand College of Arts, Science & Commerce, in First semester of academic year 2023-24 has organized Certificate course in all faculties with subjects which are required for skill improvement of students. Certificate courses with two credits are compulsory for Arts, Science and Commerce of UG and PG students. B.Voc Retail Management was participated in certificate courses with subject Marketing Management Skills. From our department Prof. Mahesh S. Phule has conducted this course.

Certificate course with subject Marketing Management Skills has each 2 credits which required 12 hrs theory part and 18 hrs practical parts to complete this course. Theory part includes 8 chapters with title marketing strategies, consumer decision making, branding and Marketing Research etc. Practical part includes 5 chapters with title Marketing Survey, Supply chain Management, Promotion etc.

In this Marketing Management Skills course 31 students were participated and they were got complete knowledge about Advertising and marketing management skills. Student's response for this certificate course was very good and they are happy with information that provided from our faculty Prof. Mahesh S. Phule.

We express our special thanks to Dr. Avinash Jagtap Principal, for kind support this certificate course. I also thanks to Dr. Ramchadra Sapkal and Dr. J.K. Pawar for there kind support and valuable guidance.

**Prof. M.S. Phule**  
Course In-Charge

**Dr. J.K. Pawar**  
Departmental Course  
Co-ordinator

**Dr. R.T. Sapkal**  
Certificate Course  
Chairman

**Principal**

