



Merchandising **Course Outline**

The course is a Level Two course and as such aims to train participants to meet the industry requirements for jobs in Merchandising and related fields. The participants will develop practical skills such as merchandise stock and product display, necessary to perform in the job.

Course Overview:

The course is based upon the participant learning the following;

- Merchandising planning and display
- Merchandising management and presentation
- General industry health and safety concerns

The programme is given as a one day course plus homework. The seminars are built upon interaction and as such the participants are expected to actively participate in discussions, case studies and mini-presentations. The homework will be in the form of written reports on these case studies.

Learning Objectives

The main learning objectives of the course are deepening the participant's knowledge and skills within the area. After completion of the course you should be able to;

- Demonstrate knowledge in merchandise planning
- Create merchandise display
- Demonstrate knowledge in merchandise management
- Demonstrate knowledge in health and safety concerns

The main topics are:

- **Merchandising planning and display**
 - Understand the importance of store planning
 - Understand what is in-store marketing and why it can be so effective
 - Learn about product display
 - Learn about floor planning and how to effectively put it to use





• **Merchandising management and presentation**

- Explain what management is and what it involves
- Demonstrate knowledge in merchandise presentation

• **Industry General Health and Safety**

- Demonstrate knowledge in health and safety procedures
- Demonstrate knowledge in the industry health and safety policies
- Assess risks in workplace
- Identify hazards in the workplace
- Explain different types of hazards
- Identify and explain how to protect from hazards

Certification

On the successful completion of the course, the participant will be provided a certificate of achievement.

Progression pathways/continuing education

After completion of the course the participants will be able to work as a merchandiser and enrol in Merchandising – Level 3.

