



Merchandising Course Outline

The course aims to enhance the participants knowledge and skills to meet industry requirements for jobs in Merchandising and related fields. The course will focus on developing the participants practical skills in areas such as stock merchandising and product display.

Course Overview:

The course is based upon the participant learning the following;

- Merchandise Planning and Display
- Merchandise Management and Presentation
- Company Health & Safety

The programme is given as a two 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

Certification

On the successful completion of the course, the participant will be provided a certificate of completion. Moreover, the assessor will register the BNVQF credits with BQA.

Progression pathways/continuing education

After completion of the course the participants will be able to progress to senior merchandiser positions and able to enroll in 'Sales and Marketing - Level 1'.

