



eCOURSE INTRODUCTION

When a customer enters a retail store they do so with their five senses on high alert. These senses are: *sight, hearing, smell, touch and taste*. Sight and hearing are the most powerful of these senses as it is what a customer sees and hears that makes them a customer or not!

This eCourse; **Visual Merchandising Skills** was designed and developed by Susan Madden. Susan holds an MSc in adult education and has over 30 years experience and expertise in designing, developing and delivering Retail Courses.



eCOURSE AIM

This eCourse aims to provide you with the knowledge and understanding of the principles of visual merchandising and the principles of display design and installation. It also focuses on the importance of visual merchandising in relation to brand identity.

eCOURSE CONTENT, ASSESSMENT & ACCREDITATION

This eCourse requires approximately 12 hours of study. There are five learning topics:

1. Window Displays
2. Promoting Merchandise Using Events and Props
3. Planning and Installing Window and Store Displays
4. Maximising Sales Using Floor Layouts and Product Adjacencies
5. Visual Merchandising Product Preparation and Handling

When you have completed your eCourse, take the on-line assessment to test and validate your new knowledge! Once successful, you will receive an ATHE Endorsed Programme certificate in **Visual Merchandising Skills** from **South East College of Further Education & Training**.

WHO IS IT SUITABLE FOR?

This eCourse is suitable whether you are new to the retail sector or you wish to upskill yourself within your current retail role, or one you aspire to! You have access to your course 24 hours a day, seven days a week, 365 days a year, making learning work for you, at a pace and time that suits you.

HOW TO PURCHASE THIS COURSE

Go to www.southeastcollege.ie and begin your learning journey!!