Visual Merchandising —
Introduction

Course Outline:
This highly popular course aims to open up an understanding of the breadth and scope of Visual Merchandising in today's world of retailing. It aims to assist the store owner, sales manager to meet their objectives by increasing the average sale per customer.

Designed For:
Store owners or sales managers wishing to increase the stores results. Shop assistants that are interested in expanding their retailing careers. Future VM students and traveling retail reps that desire better store results for their company.

Course Content:
• Customer lifestyles
• Retail image and getting to know the VM trade
• Store facade, typography to suit.
• Colours for shopping impact
• Merchandise equipment
• Customer traffic flow
• Merchandise placement
• Promotional planning
• Layout your own store
• Class exercises

Course Outcome:
Individual and class exercises to obtain an understanding of retail image, the customers’ lifestyle, and the public perception of your store, the visual merchandising industry procedures, store awareness, store layout, product knowledge, fixtures and merchandising skills. Store marketing, promotions and retail branding.

Please note: This course does not include sessions on prop design and construction and window design and installation.

Award:
Participants will be awarded an RMIT Statement of Participation. Some Visual Merchandising Workshop courses attract a status of ‘Advanced Standing’ towards the RMIT Diploma of Arts Visual Merchandising

Materials required
• Notepad and pens
• Throughout the course students will need magazines, catalogues, brochures and paint colour swatch cards or colour charts (eg. Dulux, Taubmans)

Enrolment Details
If course cancelled fees refunded in full; no refunds once the course has commenced. Cancellations less than 5 working days of course commencement incur a fee equal to 50% of course fee. Dates are correct at time of publication but may be changed at short notice.

Title: Visual Merchandising —
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Code: S850129

Fee: $360.00

Dates: 20 October to 8 December, 2004

Time: 6.00pm to 9.00pm (Wednesday)

Duration: 8 sessions x 3 hours

Venue: RMIT - City Campus

Phone: 9925 8111 Fax: 9925 8134

URL: www.rmit.edu.au/shortcourses