

RETAIL BUSINESS

Unit 8: Visual merchandising for retail



Retail Business


Level 3 Unit 8: Visual merchandising for retail

Sample scheme of work

This is an example of a possible scheme of work. You can use it as it is, adjust it or extract content to create a scheme of work to suit your delivery needs. It can also be adjusted by adding theory workshops to support learners who have/need additional learning time.

This unit is assessed through a centre set and marked assignment.

Total GLH	60
Delivery model	This scheme is divided into topics and linked topics with an approximate indication of the GLH. The topics may then be split according to the duration of sessions and period of delivery. A list of resources is provided at the end of this document.
Aim	To help learners to be able to use their creativity and flexibility as well as teamwork and evaluative skills in order to develop visual merchandising installations to meet design briefs. Learners will: <ul style="list-style-type: none"> • know the contribution made by visual merchandisers to retail businesses • understand the principles and processes of visual merchandising • know how individuals work effectively in teams • be able to work with others to develop visual merchandise installations to meet design briefs.
Notes	Under FS (functional skills): * indicates opportunities for assessment in English of speaking and listening and/or written communication + indicates opportunities for use of mathematics in analysing, interpreting and presenting information 🖨 indicates opportunities for assessment in ICT

Topic	Activities, assignments, assessments	LO and AC	PLTS	FS	GLH
1 Knowing the contribution made by visual merchandisers to retail businesses	Learners visit retailers who they/the tutor feels have particularly effective visual displays. Each learner writes notes on the elements of the designs that they feel make them effective. They are given a guided tour with explanations from visual merchandisers about how/why the designs are created/positioned.	AC1a AC1b		*	8
2 Understanding the principles and processes of visual merchandising	Visual merchandisers (if possible from the same retailers) are invited to talk to the group about: <ul style="list-style-type: none"> • their role and responsibilities • how they interact with other functions • how they use design to appeal to customers • the technologies used • how they monitor the impact of the visual merchandising process • factors causing changes in visual merchandising • the principles of visual merchandising. 	AC1b AC2a–c		*	12
3 Knowing how individuals work effectively in teams	Learners research Belbin’s theory of team roles. Learners revise the features of effective leadership covered in Level 3 Unit 2. Learners carry out role plays demonstrating different leadership styles and discuss how leadership styles affect team performance.	AC3a AC3b		* + 	4

RESOURCES

Websites

The Diploma Development Partnership (DDP) website for Retail Business contains a 'Diploma Shop' – www.diplomainretailbusiness.com/diploma/TheShop.aspx – with useful learning and teaching resources that Consortia may find helpful in the delivery of the Principal Learning. This includes a compendium of websites, books, multimedia resources, museums and exhibitions, journals and e-newsletters. The relevant sections for the purposes of this unit are:

- Marketing in retail businesses
- Sourcing, buying and merchandising
- People and the retail environment
- Visual merchandising

The DDP for the Diploma in Retail Business also provide a work-related learning guide, which can be found by clicking on the relevant download on the following web page: www.diplomainretailbusiness.com/Diploma/Educational/Workexperienceandwork-relatedlearning/default.aspx

Other websites may also be useful for learning in this unit:

Skillsmart Retail: www.skillsmartretail.com

British Display Society: www.britishdisplaysociety.co.uk/

Connexions Direct – Display Designer/Visual Merchandiser: www.connexions-direct.com/jobs4u/index.cfm?pid=46&catalogueContentID=123

Retail Week – Stores: www.retail-week.com/Stores/index.html

The website for Retail Week magazine contains a number of video tours of retail outlets: www.retail-week.com

Slideshows and interviews can be found on YouTube: www.youtube.com

Magazines:

Vogue, *I-D*, etc