

NACC Course

## Visual Merchandising - Online



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HELLO THERE, OUR DREAM IS TO HELP YOU **MAKE GREAT HAPPEN**



Payment options



Student satisfaction

OVERVIEW

### Visualise your new career

Interested in creating window displays to entice customers? Understand how to make the most impact in the designated space to maximise profitability using the visual merchandising standards as a guide. You will be introduced to key merchandising issues, and discuss principles that can be applied to manage them.



### LOCATION/S

Online



### DURATION

Online: up to 12 weeks / 1.5 hours

COURSE DETAILS

### Course delivery options

WORKLOAD	LOCATION	DELIVERY
1.5 hours	Online	Online

### Key dates

For key start dates for each location visit the online brochure for this course (under the course details tab).

[tafebrisbane.edu.au/course/10694](http://tafebrisbane.edu.au/course/10694)

### Entry requirements

This short course has no formal entry requirements.

If you're under 17 years of  
[...more online](#)

### Resources required

You must have access to a personal computer with internet access and relevant software in order to complete the course.

Once  
[...more online](#)

COSTS

### What are my payment options

No matter what your circumstances, TAFE Queensland Brisbane has a payment option to suit you. If you are unsure of what's right for you, call us on 1300 712 007. We're here to help.

[...more online](#)



**FULL FEE | \$155**

This is the total cost of the course.

**Got a question?**  
[Enquire about your full fee study options](#)

OUTCOMES

### Outcome

Statement of completion

**ARE YOU READY TO TAKE  
THE NEXT STEP ON YOUR**

Accurate as at 14 February 2018. For the latest information see:  
[tafebrisbane.edu.au/course/10694](http://tafebrisbane.edu.au/course/10694)

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CRICOS 03020E





## Units

Topics show you how to:

- attract more customers; increase interaction and product sales by being a better merchant
- create an environment that stimulates sales by understanding what motivates your customers to buy
- maximise return on your display space by matching the location of your products to the needs of the customer
- create impact and store identity through effective window presentations and display areas
- reinforce the features and benefits of your products by using effective ticketing and signage techniques
- increase traffic flow and interest by coordinating effective promotional campaigns
- present problem stock effectively to ensure it continues to sell and achieve a stock turn, and
- identify high VM standards and manage the team to maintain these standards.

## Disclaimer

Not all electives available at all campuses

## PATH TO GREAT?

**Enrol today to secure your spot in this course.**

## HOW TO ENROL

### Enrol now!

#### You're ready if you've:

- checked your important dates (under the course details tab)
- checked you meet the entry requirements (under the course details tab)
- checked your course costs and know which payment option is right for you (under the costs tab)
- Read the [student rules](#) and [refund policy](#)

All done? Then you're ready to enrol

### Make your future happen

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