

Minnesota State College Southeast

RESL 1216: Visual Merchandising

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 1

Lab Hours/Week: 2

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Visual display is an important part of the selling process. In this course, the student will analyze store image and create displays. The student will receive instruction on the principles and elements of design, lighting techniques, and how to utilize the appropriate props, mannequins, and fixtures. Students are required to build various types of displays. (Prerequisite: None) (2 credits: 1 lecture/1 lab)

B. COURSE EFFECTIVE DATES: 04/27/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Describe visual merchandising role
2. Describe visual merchandising activities
3. Identify merchandise fixture types
4. Analyze company image/target market
5. Apply company's visual merchandising style
6. Identify display design elements
7. Identify display design principles
8. Apply display design elements
9. Apply display design principles
10. Explain display lighting principles and techniques
11. Apply display lighting principles and techniques
12. Assess prop options
13. Choose prop techniques
14. Use props
15. Identify mannequin styles
16. Prepare mannequins
17. Use display tools
18. Apply safety rules
19. Describe display types
20. Identify fixture types
21. Choose display theme
22. Choose display merchandise
23. Utilize display merchandise
24. Produce display plan
25. Prepare display budget
26. Construct fixture display
27. Construct window display
28. Construct wall display
29. Construct floor display
30. Construct entrance display
31. Construct point-of-purchase display
32. Apply security techniques
33. Construct showcard rough sketch
34. Prepare showcard copy
35. Produce showcard
36. Critique display
37. Analyze display's sales results
38. Define point of purchase displays
39. Define shelf management system
40. Describe procedure in planning exhibits
41. Describe the purposes of various types of window displays
42. Describe the various types of window displays
43. Describe types of exhibits
44. Describe value of good window display

45. Describe various types of point of purchase display
46. Design an exhibit
47. Develop display planning budget
48. Identify various types of window presentations
49. Develop display planning calendar

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted