

# Occupational Certificate: Visual Merchandiser NQF 3



## ^ PURPOSE

The purpose of this qualification is to prepare a learner to operate as a visual merchandiser. A visual merchandiser plans, develops and displays merchandise visually in order to create and maintain interest in the chosen target market and promote sales.

A qualified learner will be able to:

- Develop and implement visual merchandising plans
- Merchandise stock visually
- Maintain and evaluate visual merchandising displays

## ^ COURSE CONTENT

### Module 1: Developing Visual Merchandising Plans

- Principles of customer service concepts and principles of developing visual merchandising plans
- Develop and prepare an action plan for the implementation of visual merchandising plans/displays/windows

### Module 2: Implementing Visual Merchandising Plans

- Concept and principles of implementing visual merchandising plans/action plans

### Module 3: Maintain and Evaluate Visual Merchandising Plans

- Concepts and principles of maintaining and evaluating visual merchandising displays
- Maintain and evaluate visual merchandising displays
- Processes and procedures for maintaining and evaluating visual merchandising displays

### Module 4: Visual Merchandising and Displays

- Dress the display/window
- Processes and procedures for setting up visual merchandising displays

## ^ DURATION

- Duration: 6-8 Months
- Delivery: Classroom/Online/Blended

[Contact your preferred Sales Executive for assistance or email us at help@speccon.co.za to find out more.](#)

## ^ ENTRY LEVEL REQUIREMENTS

- Communication at NQF Level 2
- Mathematical Literacy at NQF Level 2

## ^ CAREER POSSIBILITIES

- Visual Merchandiser
- Store Display Artist
- Window Dresser

## ^ ACCREDITATION

- Occupational Certificate: Visual Merchandiser
- Accreditation: QCTO
- SAQA ID: 99688
- NQF Level: 3

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