

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Visual Merchandising Fundamentals

Foundation Level



LAPT — London Academy of Professional Training

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Reference RT-VMS-F • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-VMS-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Consumer Behaviour and Retail Psychology 4 chapters · 20 classes 50 marks	
• 1 Understanding the Retail Environment and Consumer Mindset — 5 classes › 1.1 Exploring the Fundamentals of Consumer Behaviour › 1.2 Identifying Key Psychological Drivers in Retail › 1.3 Analyzing Factors that Influence Shopper Decisions › 1.4 Evaluating the Impact of Store Layout on Consumer Experience › 1.5 Applying Retail Psychology Principles to Optimize Merchandising • 2 Psychological Triggers in Visual Merchandising — 5 classes › 2.1 Understanding Consumer Behaviour in Retail Environments › 2.2 Exploring Psychological Triggers: The Power of First Impressions › 2.3 Analyzing Visual Cues: Colour, Light, and Space in Merchandising › 2.4 Applying Storytelling Techniques in Product Displays › 2.5 Designing Persuasive Retail Spaces: Case Studies and Applications	• 3 The Role of Sensory Stimuli in Retail Spaces — 5 classes › 3.1 Understanding Sensory Stimuli in Retail Environments › 3.2 Exploring the Impact of Visual Elements on Consumer Decisions › 3.3 Analyzing the Influence of Auditory Cues in Store Atmospheres › 3.4 Examining How Scent Affects Shopper Behavior and Mood › 3.5 Applying Multi-Sensory Techniques to Enhance Shopping Experience • 4 Advanced Consumer Profiling and Personalization Strategies — 5 classes › 4.1 Understanding Customer Personas: Dive into Consumer Profiling Techniques › 4.2 Analyzing Shopper Data: Uncovering Patterns and Preferences › 4.3 Segmenting Your Audience: Crafting Targeted Retail Strategies › 4.4 Personalization Tactics: Delivering Tailored Shopping Experiences › 4.5 Evaluating Success: Measuring the Impact of Consumer Personalization
2 Design Principles and Techniques 4 chapters · 20 classes 65 marks	
• 1 Understanding Design Elements in Visual Merchandising — 5 classes › 1.1 Exploring Basic Design Elements in Visual Merchandising › 1.2 Analyzing the Impact of Colour and Lighting › 1.3 Understanding Composition and Balance in Displays › 1.4 Utilizing Space and Shape to Enhance Visual Appeal › 1.5 Applying Texture and Scale in Merchandising Design • 2 Principles of Design and Their Application in Retail Spaces — 5 classes › 2.1 Understand the Core Principles of Design › 2.2 Explore the Role of Balance and Harmony in Retail Spaces › 2.3 Analyze the Impact of Space and Layout on Customer Experience › 2.4 Apply Color Theory to Enhance Retail Environments › 2.5 Design Visual Merchandising Displays with Practical Examples	• 3 Techniques for Creating Effective Visual Displays — 5 classes › 3.1 Understanding the Core Elements of Visual Displays › 3.2 Exploring Colour Theory for Visual Merchandising › 3.3 Applying Balance and Alignment in Display Design › 3.4 Utilizing Lighting to Enhance Display Impact › 3.5 Crafting Compelling Storytelling Through Visual Displays • 4 Evaluating and Optimizing Visual Merchandising Designs — 5 classes › 4.1 Understanding Key Metrics for Visual Merchandising Success › 4.2 Analyzing Customer Interaction with Display Elements › 4.3 Identifying and Addressing Design Shortcomings › 4.4 Implementing Feedback to Enhance Visual Appeal › 4.5 Measuring the Impact of Optimization on Sales

3

Evaluating Merchandising Effectiveness

4 chapters · 20 classes **115 marks**

• 1 Understanding the Basics of Merchandising Effectiveness — 5 classes

- › 1.1 Defining Merchandising Effectiveness
- › 1.2 Identifying Key Performance Indicators in Merchandising
- › 1.3 Analyzing Customer Engagement Metrics
- › 1.4 Assessing Product Placement and Visual Impact
- › 1.5 Applying Strategic Improvements for Better Merchandising Outcomes

• 2 Analyzing Store Layout and Product Placement — 5 classes

- › 2.1 Understanding Store Layout Principles
- › 2.2 Identifying Key Zones in Retail Spaces
- › 2.3 Evaluating Product Placement Strategies
- › 2.4 Analyzing Customer Flow Patterns
- › 2.5 Assessing Merchandising Effectiveness through Metrics

• 3 Assessing Customer Behavior and Retail Trends — 5 classes

- › 3.1 Understanding Customer Behavior Patterns
- › 3.2 Identifying Key Retail Trends
- › 3.3 Analyzing In-Store Shopper Interactions
- › 3.4 Evaluating the Effectiveness of Store Layouts
- › 3.5 Applying Trend Data to Improve Merchandising

• 4 Measuring Merchandising Success with Data and Analytics — 5 classes

- › 4.1 Understanding Key Performance Indicators (KPIs) in Merchandising
- › 4.2 Gathering and Interpreting Sales Data for Merchandising
- › 4.3 Utilizing Customer Feedback and Behavioral Analytics
- › 4.4 Analyzing Merchandising Displays with Data Tools
- › 4.5 Applying Insights to Optimize Merchandising Strategies

4

Introduction to Visual Merchandising

4 chapters · 20 classes **65 marks**

• 1 Understanding the Principles of Visual Merchandising — 5 classes

- › 1.1 Exploring the Role of Visual Merchandising
- › 1.2 Identifying Key Elements of Visual Merchandising
- › 1.3 Analyzing Effective Display Techniques
- › 1.4 Examining the Impact of Color and Lighting
- › 1.5 Applying Principles to Create Engaging Displays

• 2 Effective Use of Space and Layout Design — 5 classes

- › 2.1 Understanding Space and Layout Principles
- › 2.2 Analyzing Customer Flow Patterns
- › 2.3 Optimizing Product Placement Strategies
- › 2.4 Creating Dynamic and Interactive Displays
- › 2.5 Evaluating the Impact of Layout on Sales

• 3 Color, Lighting, and Materials in Store Displays — 5 classes

- › 3.1 Understanding the Impact of Color in Visual Merchandising
- › 3.2 Exploring Lighting Techniques for Effective Store Displays
- › 3.3 Selecting Appropriate Materials for Visual Merchandising
- › 3.4 Integrating Color and Lighting to Enhance Retail Ambiance
- › 3.5 Applying Color, Lighting, and Materials in Display Design

• 4 Seasonal and Thematic Display Strategies — 5 classes

- › 4.1 Understanding the Purpose of Seasonal Displays
- › 4.2 Identifying Key Themes for Visual Merchandising
- › 4.3 Designing Eye-Catching Seasonal Storefronts
- › 4.4 Integrating Colour and Texture in Displays
- › 4.5 Analyzing Successful Thematic Display Examples

5

Merchandising Strategy and Execution

4 chapters · 20 classes **85 marks**

• 1 Understanding Merchandising Strategy Fundamentals — 5 classes

- › 1.1 Exploring the Basics of Merchandising Strategy
- › 1.2 Analyzing Consumer Behavior in Retail Settings
- › 1.3 Developing a Strategic Merchandising Plan
- › 1.4 Identifying Key Visual Merchandising Elements
- › 1.5 Implementing Merchandising Strategies in Real-world Scenarios

• 2 Developing Comprehensive Merchandising Plans — 5 classes

- › 2.1 Understanding Merchandising Goals and Objectives
- › 2.2 Analyzing Target Market Needs and Preferences
- › 2.3 Creating Effective Merchandising Strategies
- › 2.4 Designing Detailed Merchandising Plans
- › 2.5 Implementing and Evaluating Merchandising Plans

• 3 Visual Merchandising Techniques and Execution — 5 classes

- › 3.1 Exploring the Principles of Visual Merchandising
- › 3.2 Understanding Color Theory in Retail Displays
- › 3.3 Designing Effective Product Arrangements
- › 3.4 Implementing Thematic Merchandising Concepts
- › 3.5 Evaluating Visual Merchandising Effectiveness

• 4 Evaluating Merchandising Performance and Adaptation — 5 classes

- › 4.1 Understanding Key Performance Indicators in Merchandising
- › 4.2 Analyzing Sales Data to Evaluate Merchandising Success
- › 4.3 Identifying Trends and Patterns in Customer Engagement
- › 4.4 Adapting Merchandising Strategies Based on Feedback
- › 4.5 Implementing Continuous Improvement in Merchandising Practices

• 1 Understanding the Principles of Window Display Design — 5

classes

- › 1.1 Exploring the Purpose of Window Displays
- › 1.2 Identifying Key Design Elements in Window Displays
- › 1.3 Analyzing the Impact of Color and Lighting
- › 1.4 Understanding the Role of Composition and Balance
- › 1.5 Applying Principles to Create Compelling Window Displays

• 2 Material Selection and Props for Impactful Displays — 5 classes

- › 2.1 Understanding Material Properties for Window Displays
- › 2.2 Selecting the Right Materials for Seasonal Themes
- › 2.3 Exploring the Role of Color and Texture in Material Selection
- › 2.4 Integrating Props to Enhance Display Impact
- › 2.5 Evaluating Material and Prop Combinations for Cohesive Displays

• 3 Lighting Techniques to Enhance Window Displays — 5 classes

- › 3.1 Understanding the Role of Lighting in Window Displays
- › 3.2 Exploring Different Types of Lighting for Visual Impact
- › 3.3 Analyzing the Effect of Lighting Colors and Intensities
- › 3.4 Designing Effective Lighting Schemes for Various Themes
- › 3.5 Implementing Lighting Techniques to Highlight Features

• 4 Seasonal and Event-Based Window Display Planning — 5 classes

- › 4.1 Understanding Seasonal Variations in Window Display Design
- › 4.2 Identifying Key Events for Effective Window Displays
- › 4.3 Developing Creative Concepts for Seasonal Themes
- › 4.4 Selecting Materials and Props for Seasonal Displays
- › 4.5 Implementing Event-Based Window Display Strategies