

Occupational Certificate: Visual Merchandiser

This qualification does not replace any other qualification and is not replaced by any other qualification

PURPOSE AND RATIONALE OF THE QUALIFICATION

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 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.

Rationale:

Visual Merchandising is a scarce skill in South Africa. Feedback from stakeholders of the Wholesale and Retail SETA identified Visual Merchandisers as critical to the success of any wholesale and retail business.

A successful retailing business requires that a distinct and consistent image be created in the customer's mind, permeating all product and service offerings. Visual Merchandising can help create a positive customer image of the business and its products that leads to successful sales. It not only communicates the store's image but also reinforces the retail outlet's advertising efforts. It also encourages impulse buying, and thus a role such as this requires a competent Visual Merchandiser.

This qualification empowers learners with technical skills to improve the merchandising image of an outlet. Adequate application of the outcomes of this qualification can lead to improved economic conditions for the wholesale and retail sector.

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL):

- RPL for access to the external integrated summative assessment: Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Accredited providers and workplaces must confirm prior learning by issuing a statement of results or certifying a work experience record.
- RPL for access to the qualification: Accredited providers and approved workplaces may recognise prior learning against the relevant access requirements.

Entry Requirements:

- NQF Level 2 with Mathematical Literacy and Communication.

Recognise Previous Learning?

- Yes

QUALIFICATION RULES

This qualification is made up of the following compulsory Knowledge and Practical Skill Modules:

Knowledge Modules:

- **343203000-KM-01:** Concepts and principles of developing visual merchandising plans, Level 3, Credits 4.
- **343203000-KM-02:** Concepts and principles of implementing visual merchandising plans/action plans, Level 3, Credits 3.
- **343203000-KM-03:** Concepts and principles of maintaining and evaluating visual merchandising displays, Level 3, Credits 2.
- **Total number of credits for Knowledge Modules: 9.**

Practical Skill Modules:

- **343203000-PM-01:** Develop and prepare an action plan for the implementation of visual merchandising plans/displays/windows, Level 3, Credits 2.
- **343203000-PM-02:** Dress the display/window, Level 3, Credits 2.

- **343203000-PM-03:** Maintain and evaluate visual merchandising displays, Level 3, Credits 2.
- **Total number of credits for Practical Skill Modules: 6.**

This qualification also requires the following Work Experience Modules:

- **343203000-WM-01:** Processes and procedures for setting up visual merchandising displays, Level 3, Credits 10.
- **343203000-WM-02:** Processes and procedures for maintaining and evaluating visual merchandising displays, Level 3, Credits 5.
- **Total number of credits for Work Experience Modules: 15.**

EXIT LEVEL OUTCOMES

1. Develop visual merchandising plan/action plan.
2. Set up and dismantle visual merchandising displays.
3. Maintain and evaluate visual merchandising displays.

ASSOCIATED ASSESSMENT CRITERIA

Associated Assessment Criteria for Exit Level Outcome 1:

- Various principles of visual merchandising to be adhered to when developing visual merchandising plans are explained with examples that are appropriate to the given scenario.
- Visual merchandising action plans developed by the learner are in line with the promotional strategy given in the scenario.
- Given visual merchandising plans are adapted to the given scenario requirements.
- Appropriate fixtures and display carriers are chosen for the given scenario and the impact they have on enhancing visual merchandising is explained.

Associated Assessment Criteria for Exit Level Outcome 2:

- Display area is prepared according to organisational requirements.
- Stock is gathered according to the visual merchandising display plan.
- Props, fixtures, and display carriers used are appropriate for the merchandise to be displayed.
- Appropriate ticketing and signage are used for the display and the merchandise.
- Display equipment from setup to dismantling is handled in a safe manner that minimises damage and maintains the safety of the staff as well as customers.

Associated Assessment Criteria for Exit Level Outcome 3:

- The importance of maintaining visual merchandising displays is explained in a manner that highlights principles to be adhered to when maintaining displays (such as replenishing stock on the display, what should be done to the display if stock is not available to ensure it still meets visual merchandising plan requirements).
- A display is evaluated for compliance with the principles of visual merchandising.
- The impact of the display is evaluated, considering its impact on the growth of sales.
- Where the visual merchandising display did not have the desired impact, solutions and recommendations given are appropriate and practical without compromising visual merchandising principles.

Integrated Assessment:

Integrated Formative Assessment:

The skills development provider will use the curriculum to guide them on the stipulated internal assessment criteria and weighting. They will also apply the scope of practical skills and applied knowledge as stipulated by the internal assessment criteria. This formative assessment leads to entrance into the integrated external summative assessment.

Integrated Summative Assessment:

An external integrated summative assessment, conducted through the relevant Quality Council for Trades and Occupations (QCTO) Assessment Quality Partner, is required for the issuance of this qualification. The external integrated summative assessment will focus on the Exit Level Outcomes and Associated Assessment Criteria. The external assessment will consist of a set of written responses (paper or online) which will test the learner's ability to develop visual merchandising plans/action plans, set up, and maintain visual merchandising displays. The written assessment will be conducted over four hours at a QCTO-accredited assessment centre. The assessment will be conducted by a registered assessor.

INTERNATIONAL COMPARABILITY

This qualification was compared with equivalent qualifications and/or courses from countries that have long-standing evidence of successful wholesale and retail practices, such as the United Kingdom (UK), Australia, Canada, Spain, and New Zealand. An international comparability study showed that these countries have education, training, and development organisations that offer learning in Visual Merchandising.

This qualification compares favourably with qualifications registered on the United Kingdom and New Zealand Qualifications Frameworks, such as:

- Certificate in Retail Skills (Visual Merchandiser), Qualifications and Credit Framework (QCF) Level 3 - National Vocational Qualifications (NVQ) - UK.
- National Certificate in Retail (Visual Merchandiser) Level 4 - New Zealand Qualifications Framework (NZQF) NQ REF 0995.
- Certificate in Visual Merchandising and Window Dressing - Dublin.
- Certificate in Intermediate Visual Merchandising - Barcelona.

The comparison showed a substantial degree of similarity with regard to the following underpinning theory, practical skills, and competencies which are contained in the international qualifications:

- Roles and Mission of Visual Merchandising.
- Fixtures and Fittings.
- Use of Props.
- Mannequins.
- Window Display Cycle.
- Store Layout and Traffic Flow.
- Display Principles.
- **Display Techniques.**

Conclusion:

The Occupational Certificate: Visual Merchandiser compares favourably with similar international qualifications in terms of scope, focus, level, and complexity of learning.

ARTICULATION OPTIONS

Horizontal Articulation:

- Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor), Level 3.

Vertical Articulation:

- Further Education and Training Certificate: Automotive Sales and Support Services, Level 4 (ID 62489).

MODERATION OPTIONS

- N/A

CRITERIA FOR THE REGISTRATION OF ASSESSORS

- N/A

NOTES

- N/A

LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION:

- NONE