

Careers in
Visual Merchandising and Retail Management
British Qualification



*******Change Your Life
Start or Improve*******

Course Content & landing page

1- Visual Merchandising Diploma - Was £1250 , now £225

<https://cpd.oxfordce.co.uk/product/visual-merchandising-certification/>

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2- Customer Service in Fashion Shops Certificate - Was £99, now £45

<https://cpd.oxfordce.co.uk/product/customer-service-in-fashion-shops-certification/>

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3-- Professional Retail Management Certification -Was £1250 , now £225

<https://cpd.oxfordce.co.uk/product/professional-retail-management-certification/>

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1-Visual Merchandising Diploma Course



Visual merchandising is one of a retailer's most valuable assets. When done well, it can drive sales, inspire loyalty in customers, improve the buying experience and communicate a brand's core values and ideals.

This course will provide you with a comprehensive overview of the principles and practices of visual merchandising. Although the content focuses primarily on visual merchandising within a traditional retail environment, much of the material is also relevant in other art and design-based contexts, such as exhibition design, interior design, ecommerce-related web design, and event planning.

This course addresses numerous practical aspects of visual merchandising, including the proper use of planograms, brand communication, the launching of sales campaigns, and arranging seasonal displays.

You will learn exactly what drives a customer to make a purchase, and how to harness the shopper's senses in such a way that they feel inclined to buy a product. Whether you are a small business owner wanting to learn how to show your products to their best advantage, an individual looking to break into the retail industry, or simply someone with a passion for the visual arts, you will soon develop a working knowledge of all key areas of visual merchandising.

What You Will Learn

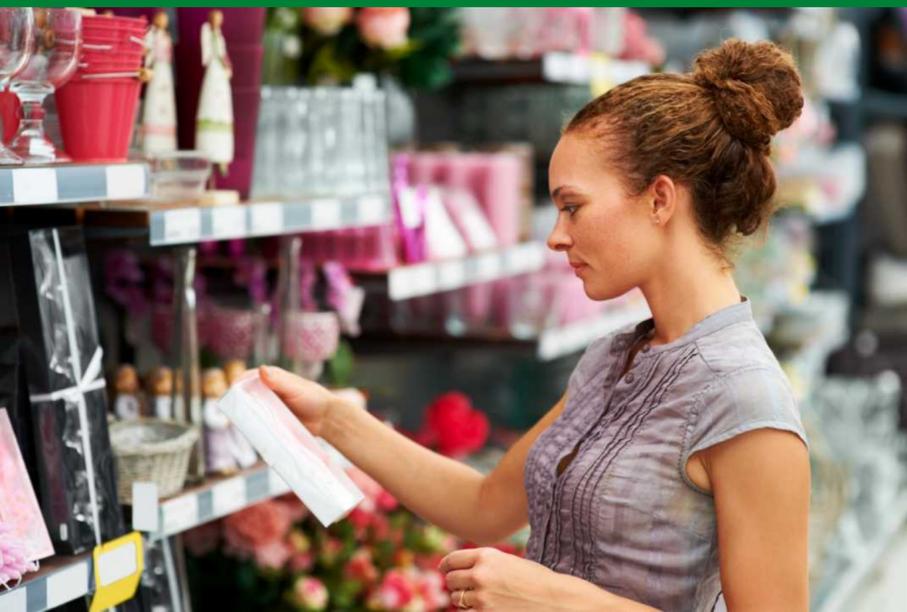
- What visual merchandising is, why visual merchandising plays a vital role in the retail industry, and the ways in which visual merchandising practices have changed over time.
- The various kinds of internal and external displays a visual merchandiser will create, the principles underlying good display design, and how planograms are used to guide visual merchandisers in their day-to-day work.
- How visual merchandisers choose, dress and style mannequins when designing displays.
- The most common types of fixtures and fittings used by visual merchandisers and how they are used to construct eye-catching displays.
- Why a visual merchandiser needs to understand the principles behind an effective store layout and how these layouts are put together.
- How visual merchandisers display home furnishings and related products in a way that promotes sales and improves customer engagement.
- The challenges that come with displaying shoes and accessories, together with an overview of the most common techniques used to present items in these categories.
- How visual merchandisers can play a key role in ensuring the success of sales and promotions.
- The most pressing issues confronting retailers today and how they are shaping visual merchandising roles.
- How to begin and develop a career in visual merchandising, together with an overview of alternative career paths for those with previous experience in retail merchandising.

you need is an internet-enabled device.

- Content is presented as brief modules, making learning easy.
- Affordable cost.



Benefits of taking this course



- You will gain an insight into the necessary qualities and qualifications needed for a career in visual merchandising, which will help you make informed choices when seeking training and employment in this sector.
- You will be in a position to put together effective, attractive displays that incorporate both merchandise and props.
- You will be able to apply for entry-level assistant merchandising roles, confident that you have knowledge of the underlying principles of contemporary retail displays.
- You will be able to begin a career that could give you the opportunity to manage a visual merchandising team, and to assume considerable creative responsibility within a retail environment.
- You can learn the material in any place, at any time, and at your own speed.
- All you need is an internet-enabled device.
- Content is presented as brief modules, making learning easy.
- Affordable cost.

Modules

1: What Is Visual Merchandising?

2: General Principles in Putting Displays Together

3: Mannequins

4: Stands and Other Store Fixtures Used in Visual Merchandising

5: Planning Store Layouts

6: Displaying Home Accessories, Homeware and Food

7: Merchandising Shoes and Fashion Accessories

8: Creating Effective Sales and Clearance Campaigns

9: Issues in 21st Century Visual Merchandising

10: Starting and Furthering Your Career as a Visual Merchandiser



2- Customer Service in Fashion Shops



Customer Service in Fashion Shops

In-store and online fashion shop experience depend on many factors such as prices, products and the shop environment. Customer service is key to how clients perceive a fashion store. Although fashion businesses have no control over their competitors, they can control customer service levels.

Therefore, businesses that sell clothes and related accessories (or any other retail business) should always strive to improve their level of customer service. The kind of support a fashion shop accords its customers can either improve or reduce their shopping experience. Generally, that also explains the essence of customer service in retail at large.

What You Will Learn



- The definition of customer service
- Choosing the right customer service channels
- Important customer service skills
- Why good customer service improves customer shopping experience
- How to deal with difficult customer service scenarios
- Customer service measurement metrics
- Qualities of good customer service
- How to improve customer service and experience in online fashion shops

Course Benefits

- Taking the course will help you to:-
- Understand what customer service is all about
- Understand how to improve customer service in fashion shops
- Determine if you want to work in customer service in the fashion industry
- Understand what it takes to offer exceptional customer service
- Understand the role of customer service in client satisfaction
- Understand the benefits of offering high quality customer service



Modules

01: Introduction to Customer Service

02: Why Good Customer Service Enhances the Customer Experience

03: How to Deal with Difficult Customer Service Scenarios

04: Customer Service Metrics and How to Improve Customer Service for Online Fashion Shops



3- Professional Retail Management Certification

Professional Retail Management Certification

The Professional Retail Management Certification course is a 19 module online course, designed to prepare the employee for a career in retail management.

From sales to marketing, merchandising to pricing, customer service to staffing, this course provides the required knowledge and skills, to enter into or advance in the exciting world of retail sales management.



What's Covered in the Course?



Some of the aspects that the team member can expect to learn include:

- An insight into retail management – what it is and why it is important today;
- An understanding of the impact of merchandising and pricing within the business;
- Sales, working at a point of sale, attitude and customer service;
- How to identify different customer behaviours, to ensure that the business provides its clients with the best service at all times;
- Customer communication and how important this is to the success of the business;
- The retail environment and what to expect – the do's and don'ts that your employee should respect;
- How to build a long term relationship with the organisation's customers;
- The importance of stock management and how to effectively manage stock;
- Insider knowledge into choosing an ideal store location;
- The importance of proper store layout and design;
- The logistics of supplying and receiving stock;
- Retail security systems and the procedures that must be in place;
- How to build a successful team and the importance of team communication;
- Multi-channel retailing and retail marketing and how this can help to boost the business;
- The importance of brand management;
- The essential health and safety procedures that must be in place;
- The trading constitution and customer laws relating to your business.

Modules

Modules

- 1: A Short Introduction to the Concept of Retail Management
- 2 : Understanding the Role of Merchandising and Pricing
- 3 : The Sales Process and Dealing with Customers at the Checkout
- 4 : Getting to Grips with Consumer Behaviour
- 5 : Taking Trends and Targeting Customers Effectively
- 6 : The Importance of Communicating with Customers
- 7 : Getting to Grips with the Retail Environment
- 8 : Buying Products and Building that Relationship
- 9 : Dealing with the Management of Stock
- 10 : Selecting the Store Location
- 11 : The Psychology of the Retail Layout
- 12 : Dealing with Suppliers and Receiving Goods
- 13 : Considering Security and Security Procedures
- 14 : Getting Your Team Together and Communicating
- 15: Selling in Multiple Channels
- 16: The Keys to Basic Retail Marketing
- 17: Managing Your Brand
- 18: Health & Safety for Retail Stores
- 19: Customer Rights and Your Position as a Trader



We have more academic and vocational courses!

These are:

- IGCSE-online
- A-LEVEL-online
- Diploma courses (Including health and social care)

<https://cpd.oxfordce.co.uk/online-courses/>



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6. Course accredited by qualified professionals
7. Immediate certificate with instant download
8. 24 hours course access, 365 days of the year
9. Multiple choice exam/quizzes with 80% pass mark
10. Exam Included: Exam Is Included in The Price
11. Exam Retakes: 3 times Retakes at No Extra Cost (however, if you fail after 3 times, please get in touch with us)
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FEEES

Visual Merchandising and Retail Management

Was £2599

Now £495

Please get in touch with us for more than 10 candidates.



<https://cpd.oxfordce.co.uk/cpd-faqs/>



CONFIDENCE

Excellent

Current TrustScore

4.7



Great

Efficient, well run centre and the staff are extremely friendly and helpful. Thoroughly recommended.
by James Dann 2 | Oct 1, 2020



Very Good

Happy I can come somewhere to sit my exam which is friendly and accessible.
by Christina Murray | Sep 28, 2020

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OXFORD COLLEGE OF
EDUCATION

56 Bridge House, Bridge Street
High Wycombe
Buckinghamshire, HP11 2EL
United Kingdom

Phone: +44 1494256340

WhatsApp: +44 7494 913216

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