

HIGHER NITEC IN SERVICES - VISUAL MERCHANDISING

Course Code: HSVSM

COURSE OBJECTIVE

This course provides students with the skills and knowledge to conceptualise, design and implement window and in-store displays.

COURSE STRUCTURE

S/N	Module Details	Module Code	Module Objectives
C1	Arts & Design 15 hrs (T) 105 hrs (P) Credits: 7 Prerequisite: Nil	DM4025FP	On completion of the module, students should be able to apply the fundamental drawing techniques to express their perception of forms using various mediums. They should also be able to apply design elements and principles into compositions that creatively express their ideas.
		Equivalent Codes DM4001PA DM4001FP	
C2	Visual Merchandising Graphics 39 hrs (T) 81 hrs (P) Credits: 6 Prerequisite: Nil	DM4027FP	On completion of the module, students should be able to apply different types of material used and the application of visual graphics to affect consumer's choice. Students should also be able to create and retouch graphics for the production of signage and graphics.
		Equivalent Codes DM4003PA DM4003FP	
C3	Retail Marketing 78 hrs (T) 42 hrs (P) Credits: 7 Prerequisite: Nil	DM4028FP	On completion of the module, students should be able to apply the core principles and practices of marketing in a retail context and to identify the retail marketing mix, consumer buying behaviour, retail trends and strategies.
		Equivalent Codes DM4004PA DM4004FP	
C4	Visual Merchandising Design 39 hrs (T) 81 hrs (P) Credits: 6 Prerequisite: Advised to complete DM4025FP & DM4027FP	DM5025FP	On completion of the module, students should be able to design a product presentation that is cohesive with marketing strategies. Students should also be able to make use of environment, lighting, fixtures and forms to enhance the presentation.
		Equivalent Codes DM5001PA DM5001FP	
C5	Retail Space Design 39 hrs (T) 81 hrs (P) Credits: 7 Prerequisite: Advised to complete DM4025FP & DM4027FP	DM5026FP	On completion of the module, students should be able to apply the knowledge of space design, retail space techniques and principles to reinforce branding and enhance retail experiences.
		Equivalent Codes DM5002PA DM5002FP	
C6	Applied Visual Merchandising 39 hrs (T) 81 hrs (P) Credits: 6 Prerequisite: Advised to complete DM5025FP	DM5027FP	On completion of the module, students should be able to analyse the current presentation practices and techniques, methodology, themes and inherent qualities of varying classifications of merchandise and translate them into studio setups which include propping and showcase display.
		Equivalent Codes DM5003PA DM5003FP	

Abbreviations: T - Theory, P - Practical

CREDITS FOR CERTIFICATION

Total of 39 credits from successful completion of 6 modules.

VENUE

ITE College Central

Note:

- 1) Applicant must be free from colour appreciation deficiency.
- 2) The training schedule of lessons is subject to change.
- 3) Depending on the demand, not all the modules in the CET *Higher Nitec* in Services courses will be offered in each intake. Where the modules are offered and there is insufficient enrolment, the classes will be cancelled and a full refund will be given to the affected students.