

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 226

Credits: 3

Course Title: Visual Merchandising

Course Description (including lecture hours, lab hours, total contacts)

Introduces students to modern display techniques, equipment, and materials. Presents the basics of design for window and interior display in retail establishments. Provides students an opportunity to design, prepare, and execute displays. Lecture 2 hours. Laboratory 2 hours. Total 4 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Explain the importance of merchandise presentation in the retail business.
- b. Demonstrate the importance of visual merchandising as a conveyor of store image.
- c. Display knowledge of the psychology and use of color- the most important element in the designer's arsenal.
- d. Understand the basic elements of design-line, balance, conflict repetition, and dominance.
- e. Utilize graphic design, layout and signage techniques.
- f. Demonstrate the proper utilization and handling of mannequins and display prop.
- g. Think and see creatively.
- h. Apply visual merchandising in tangible retail situations.

Major Topics to be Included

- a. Introduction to Visual Merchandising
- b. Origin and Progression
- c. The Framework
- d. Design Principles; balance, emphasis, harmony, proportion, rhythm
- e. Common Errors
- f. The Shopping Mall
- g. Color
- h. Lighting
- i. Layout & Lettering Techniques
- j. Promotional & Institutional Displays
- k. Props and Aids
- l. Industrial Displays
- m. Trends & Practices
- n. The Visual Merchandising Team

Effective Date of Course Content Summary: August 29, 2008