

BUYING AND MERCHANDISING MANAGEMENT TEAM DECISION MAKING EVENT

INSTRUCTIONAL AREA

Promotions

PERFORMANCE INDICATORS

1. Plan visual merchandising activities.
2. Explain the use of visual merchandising in retailing.
3. Select and use display fixtures/forms.
4. Create displays.
5. Plan/schedule displays/themes with management.
6. Describe steps used in designing and preparing displays.
7. Demonstrate appropriate creativity.

DESCRIPTION: Knowledge of visual merchandising

INSTRUCTIONAL AREA

Customer Relations/Promotions

PERFORMANCE INDICATORS

1. Discuss the nature of customer relationship management.
2. Demonstrate a customer-service mindset.
3. Reinforce service orientation through communication.
4. Explain the role of promotion as a marketing function.
5. Describe the use of technology in the promotion function.
6. Identify communications channels used in sales promotion.
7. Identify the elements of the promotional mix.

DESCRIPTION: Knowledge of current promotional strategies