

RETAIL MERCHANDISING SERIES EVENT

INSTRUCTIONAL AREA

Marketing

PERFORMANCE INDICATORS

1. Explain the importance of merchandising to retailers.
2. Explain customer/client/business buying behavior.
3. Explain the nature and scope of the selling function.
4. Discuss actions employees can take to achieve the company's desired results.
5. Determine economic utilities created by business activities.

Brief Description: The participant should be familiar with how various merchandising techniques can increase personal selling efforts.

INSTRUCTIONAL AREA

Promotion

PERFORMANCE INDICATORS

1. Devise/Enact merchandise security measures to minimize inventory shrinkage.
2. Plan special events.
3. Plan store/department for special event.
4. Coordinate activities in the promotional mix.
5. Maintain a safe work environment.

Brief Description: The participant should be ready to discuss store safety in regard to large promotional events.