

NQF:

3

TOTAL  
CREDITS:

30

DURATION:

1 Year

DELIVERY  
METHOD:

F-2-F/  
Hybrid

QUALITY  
PARTNER:

W&RSETA



## QUALIFICATION OVERVIEW

This qualification equips learners to operate as Visual Merchandisers, enabling them to plan, develop, and implement visual merchandising strategies, create appealing product displays to attract target markets, merchandise stock effectively, and maintain and evaluate displays to enhance customer engagement and boost sales.

ACCREDITED BY  
**QCTO**  
Quality Council for Trades & Occupations

### RECOMMENDED DURATION

12 Months.

### WHO SHOULD ATTEND

The programme is intended for people that are in the Wholesale and Retail Sector as well as those that are interested in joining the sector. This qualification empowers learners with technical skills to improve the merchandising image of an outlet

### PREREQUISITES

NQF Level 2 with Mathematical Literacy and Communication.

### DELIVERY METHOD

Face-To-Face / Virtual Training

### QUALITY PARTNER

W&RSETA – Wholesale and Retail SETA.

### COURSE STRUCTURE

#### PART 1

Knowledge Modules  
*Theory*

#### PART 2

Practical Modules  
*Runs with PART 1*

#### PART 3

Workplace Modules  
*Logbooks*

#### PART 4

Internal Assessments  
and Internal  
Moderation

#### PART 5

External Integrated  
Summative  
Assessment (EISA)

## KNOWLEDGE MODULES

MODULE NUMBER	MODULE TITLE	NQF LEVEL	CREDITS
KM-01	Concepts and Principles of developing visual merchandising plans.	3	4
KM-02	Concept an principles of implementing visual merchandising plans/action plans.	3	3
KM-03	Concepts and Principles of maintaining and evaluating visual merchandising displays.	3	2

## PRACTICAL MODULES

MODULE NUMBER	MODULE TITLE	NQF LEVEL	CREDITS
PM-01	Develop and prepare an action plan for the implementation of visual merchandising plans/displays/ windows.	3	2
PM-02	Dress the display/window.	3	2
PM-03	Maintain and evaluate visual merchandising displays.	3	2

## WORKPLACE MODULES

MODULE NUMBER	MODULE TITLE	NQF LEVEL	CREDITS
WM-01	Processes and procedures for setting up visual merchandising displays.	3	2
WM-02	Processes and procedures for maintaining and evaluating visual merchandising displays.	3	2

### EXIT LEVEL OUTCOMES

- Develop visual merchandising plan/action plan.
- Set up and dismantle visual merchandising displays.
- Maintain and evaluate visual merchandising displays.

### ARTICULATION OPTIONS

Horizontal Articulation:

- Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor), Level 3.

Vertical Articulation:

- Further Education and Training Certificate: Automotive Sales and Support Services, Level 4 (ID 62489).