



**Course Title: Visual Merchandising and Space Planning**

**Course Code: RETL604**

**Credit Units: 03**

**Course Level PG**

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	03

**Course Objectives:** The course contents highlight and explain the various design and display elements that impact space management and merchandise display in retail outlets. It also focuses on specific impact of each element on store profitability and efficiency. The aim is to prepare students to take up jobs as creative visual merchandisers with majors retail players. Space Management skills shall help them in being effective department, floor and store managers.

**Pre-requisites:** Understanding of fundamentals of Retailing .

**Student Learning Outcomes:** At the completion of the course, students will be able to:

- Apply the concept of store image and atmospherics
- Analyzing the concept of store layout and design
- Devising visual merchandising plans and their implementation

**Course Contents/Syllabus:**

	Weightage (%)
<b>Module I: Store location</b> Significance, factors affection choice of location and site, Design of retail store: significance of design for a store, Architecture, Façade, Size and elevation.	20
<b>Module II: Store Layout</b> Discussion on different types of layouts for retail stores with specific applications and attributes. Space Planning and management: Allocation of space among various departments/categories.	25
<b>Module III: Merchandise Presentation</b> Fixtures, Displays and signage- description with discussion on specific attributes of each option. Introduction to store Atmospherics: the key components, significance. In store traffic management.	20

<b>Module IV: Atmospheric components</b>	<b>20</b>
Color, texture, lighting, temperature, music, fragrance, floor/ceiling designs. Retail Image.	
<b>Module V: Space Planning</b>	<b>15</b>
Importance, Max. Space Productivity with relation to ROI. Implementing in store advertising, Marketing & Merchandising Plan.	

### Pedagogy for Course Delivery:

The course will be delivered by means of Lectures, case studies, presentations, and any other innovative technique that can be used to explain the concepts and their applications.

Lab/ Practicals details, if applicable: NA

### Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	NA	70

### Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid Term Test	Project	Viva Voce	Attendance	
Weightage (%)	10	10	5	5	70

### Text & References:

- Bhalla S and S Anurag, Visual Merchandising , Tata McGraw Hill.
- Levy & Weitz, Retailing Management, Tata McGraw Hill
- Berman & Evans , Retail Management- A strategic Approach, Pearson Education
- Bajaj, Tuli & Srivastava , Retail Management, Oxford
- Images Retail
- Retail Biz