

3 rd semester	21MBA303J	Visual Merchandising	L-T-P 3-0-0	3 credits	35 Hours
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Course Objective:

To develop an understanding of the concepts, issues and strategies in visual merchandising

Module: I

Evolution, significance and basics of visual merchandising; retail store site and design, image mix- display elements.

Module: II

Store exterior and interiors- AIDCS. Design and colour blocking, signage and understanding materials. Visual merchandising and planning-Store planning and fixtures, Circulation plan, planograms.

Module: III

Merchandise presentation: window displays; hands-on visual merchandising visual merchandise tool kit- quality and process in visual merchandising.

Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Books:

- Swati Bhalla and Anuraag S., Visual merchandising, Tata Mc Graw Hill Education pvt. Ltd, New Delhi.
- Martin M Pegler, Visual merchandising and Display, Fashion Books. Amazon.com
- Tony Morgan, Visual Merchandising: Window and In-store Displays for Retail, Laurence king Publishers
- Hearst Books, Visual Merchandising, St. Publications.

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