

MBPC3035 VISUAL MERCHANDISING (3-0-0)

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- Cross-cultural visual merchandising practices and regional variations- Visual merchandising's impact on brand positioning and customer loyalty- Psychological foundations: Color psychology, spatial psychology, consumer behavior patterns- Seasonal merchandising strategies: Holiday displays, weather-responsive merchandising, cultural celebrations- Store layout psychology: Customer flow patterns, hot zones and cold zones, Architectural elements: Ceiling height utilization, natural lighting optimization, structural constraints and opportunities- Brand storytelling through space: Creating narrative through store design, emotional connection building

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. Storefront psychology: First impression creation, curb appeal optimization, street-level engagement techniques- AIDCS framework expansion: Attention-Interest-Desire-Confidence-Satisfaction with practical applications- Threshold design: Entry experience optimization, transition zones, greeting areas- Zoning strategies: Department transitions, category adjacencies, lifestyle groupings- Atmospheric elements: Scent marketing, soundscaping, temperature control, tactile experiences

Module: III

Merchandise presentation: window displays; hands-on visual merchandising visual merchandise tool kit- quality and process in visual merchandising- Narrative development, seasonal themes, lifestyle portrayal- Lifestyle windows, product-focused displays, institutional windows, promotional windows, Experiential retailing-The Role of Visual merchandiser- visual merchandising in India.

Course Outcome:

- CO1: Explain the evolution, principles, and psychological foundations of visual merchandising across cultural and seasonal contexts.
- CO2: Analyze store design elements, layout strategies, and atmospheric techniques to enhance customer engagement and brand storytelling.
- CO3: Apply visual merchandising tools, AIDCS framework, and planning techniques to create compelling in-store experiences.
- CO4: Design innovative merchandise presentations and experiential retail environments that align with brand identity and consumer behaviour.

Books:

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