Unit Title:	**Choose merchandise to feature in visual merchandising displays**
OCR unit number:	69
Sector unit number:	C.24
Level:	3
Credit value:	6
Guided learning hours:	27
Unit reference number:	H/503/5701

Unit purpose and aim

This unit assesses the occupational competence of visual merchandising specialists who are responsible for choosing the merchandise to be featured in visual merchandising displays and negotiating with decision makers regarding those displays.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the purpose of featuring merchandise in visual merchandising displays	**The Learner can:** 1.1 explain the role of displays featuring merchandise in marketing, promotional and sales campaigns and activities 1.2 explain the importance of being creative when selecting merchandise for displays
2 Be able to evaluate merchandise for its display potential	2.1 evaluate the suitability of different items of merchandise for featuring in a display, with respect to: • the purpose of the display • the potential of the merchandise to attract and interest customers • whether the merchandise to be featured is consistent with the organisation's visual display policy • the availability of the merchandise within the timescale for preparing the display • the cost of obtaining the merchandise in relation to the budget available for the display
3 Be able to liaise with decision makers concerning the merchandise to be featured in a display	3.1 explain to decision makers: • the reasons for the choice of merchandise for display • how the merchandise would feature in the display

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Learning Outcomes	Assessment Criteria
	3.2 reach an agreement with decision makers concerning the choice of merchandise before work starts on assembling the display 3.3 reach agreement with decision makers concerning arrangements and timescales for the supply of merchandise

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

The candidate may have undertaken formal visual merchandising training that may contribute to the evidence for this unit.

AC 2.1: If the organisation does not have a written policy, candidates need to ask their manager for broad guidelines and follow these where the unit refers to a policy.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C330, SSR.C331

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

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Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .