Unit Title:	**Evaluate the effectiveness of visual merchandising displays**
OCR unit number:	71
Sector unit number:	C.26
Level:	3
Credit value:	9
Guided learning hours:	46
Unit reference number:	M/503/5703

Unit purpose and aim

This unit assesses the occupational competence of visual merchandising specialists who are responsible for evaluating the effectiveness of displays.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand the types of evidence used to evaluate the effectiveness of visual merchandising displays	**The Learner can:** 1.1 explain the importance of evaluating the effectiveness of visual merchandising displays 1.2 explain when the effectiveness of visual merchandising displays should be evaluated 1.3 explain which types of information are the most useful for evaluating the effectiveness of visual merchandising displays 1.4 explain the meaning of 'validity' and 'reliability' in relation to the measurement of customers' responses to visual merchandising displays
2 Be able to gather information about customers' responses to visual merchandising displays	2.1 research customers' responses to visual merchandising displays, ensuring that the information gathered is: • valid • reliable • gathered in line with organisation's communications policy • gathered in ways that attempt to maintain the goodwill and co-operation of those providing the information

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Learning Outcomes	Assessment Criteria
3 Be able to analyse information from customers' responses to evaluate the effectiveness of visual merchandising displays	3.1 agree the standards for evaluating the effect of visual merchandising displays with decision makers 3.2 analyse the evidence of the effectiveness of visual merchandising displays fairly against the agreed standards 3.3 evaluate the effectiveness of visual merchandising displays in terms of: • the purpose of the display • customers' responses to the display 3.4 recommend to decision makers improvements that could be made to the way visual merchandising is carried out in the store, based on the research findings and conclusions

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*.

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National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C335, SSR.C336

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

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 .