

Unit 1

1.3 Using data and recommending solutions to retail



1.1.2 The retail business environment

1.1 Introduction to retail business

Unit 3



3.2.5 How marketing activities contribute to aims

3.2.4 Use of technology in promotion

3.2.3 Designing promotional materials for retail businesses

3.2.2 The marketing mix

3.2.1 Identifying and targeting customers



Unit 3



3.2 Marketing retail businesses and products

3.1.6 Designing visual merchandising installations

3.1.5 Adapting principles for different retail types, scale and products

3.1.4 Adapting principles for different retail channels



Unit 3

3.1.3 Principles of visual merchandising

3.1.2 Types of visual merchandising

3.1.1 The purpose of visual merchandising

2.1.2 Visual merchandising of retail business



Unit 1

10 & 11

1.1 Introduction to retail business

1.1.2 The retail business environment

1.3 Using data and recommending solutions to retail

