

Unit 1

1.3 Using data and recommending solutions to retail

1.1.2 The retail business environment

1.1 Introduction to retail business



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



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

3.1.1.1 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

