



BCONSULT

Occupational Certificate

VISUAL MERCHANDISER

NQF Level 3 | SAQA ID 99688 | 30 Points | 12 Months

Visual Merchandiser – NQF Level 3

SAQA ID: 99688 | Credits: 30 | Duration: 12-month | QCTO Learnership

1. Course Overview

The Occupational Certificate: Visual Merchandiser equips learners with the knowledge and practical skills to plan, implement, and maintain effective visual merchandising strategies. Visual Merchandisers create visually appealing displays that capture customer attention, reinforce brand identity, and drive sales.

This qualification addresses a critical skills shortage in South Africa's retail sector, empowering learners to contribute to business success by enhancing customer experience and influencing purchasing behaviour through creative and commercially effective merchandising solutions.

2. Learning Outcomes

On completion of this programme, learners will be able to:

- Develop and implement visual merchandising plans and action plans.
- Set up, dress, and dismantle retail and window displays.
- Maintain and evaluate the effectiveness of visual merchandising displays.

KNOWLEDGE MODULES

Curriculum Code	Knowledge Module	NQF Level	Credits
343203000-KM-01	Concept and principles of developing visual merchandising plans	3	4
343203000-KM-02	Concept and principles of implementing visual merchandising plans/ action plans	3	3
343203000-KM-03	Concepts and principles of maintaining and evaluating visual merchandising displays	3	2

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PRACTICAL SKILLS MODULES

Curriculum Code	Practical Skills Module	NQF Level	Credits
343203000-PM-01	Develop and prepare an action plan for the implementation of visual merchandising plans/ displays/ windows	3	2
343203000-PM-02	Dress the display/ window	3	2
343203000-PM-03	Maintain and evaluate visual merchandising displays	3	2

WORKPLACE MODULES

Curriculum Code	Workplace Modules	NQF	Credits
343203000-WM-01	Processes and procedures for setting up visual merchandising displays	3	10
343203000-WM-02	Processes and procedures for maintaining and evaluating visual merchandising displays	3	5

3. **A Qualified Learner Will Be Able To:**

- Design and prepare merchandising action plans aligned to retail promotional strategies.
- Select and apply appropriate fixtures, props, mannequins, signage, and ticketing to enhance displays.
- Set up displays in compliance with safety, organisational, and branding requirements.
- Maintain and update displays to reflect stock availability, store promotions, and customer expectations.
- Evaluate display impact on sales and customer engagement, and recommend improvements.

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Entry Requirements

- NQF Level 2 qualification with **Mathematical Literacy** and **Communication**.

Recognition of Prior Learning (RPL):

- Access may be granted through RPL for learners with relevant informal or workplace experience.
- Accredited providers and workplaces must apply the curriculum's internal assessment criteria to confirm prior learning.

4. International Comparability

This qualification has been benchmarked against international standards, particularly from the United Kingdom, New Zealand, Spain, Canada, and Australia. Comparable qualifications include:

- Certificate in Retail Skills (Visual Merchandiser) – QCF Level 3 (UK)
- National Certificate in Retail (Visual Merchandiser) – Level 4 (NZQF, New Zealand)
- Certificate in Visual Merchandising and Window Dressing – Dublin
- Certificate in Intermediate Visual Merchandising – Barcelona

The South African qualification is aligned in scope and complexity with these international programmes, covering core competencies such as display principles, use of fixtures and props, window display cycles, store layouts, and customer traffic flow.

5. Occupational Trainer – NQF Level 4 Certification

This qualification is an **Occupational Certificate** pegged at **NQF Level 3** on the **Occupational Qualifications Sub-Framework (OQSF)**. It serves as a foundation for further retail and merchandising studies, as well as progression to supervisory or management-level qualifications.

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6. Potential Career Opportunities

Graduates of this qualification will be employable in diverse retail environments, including fashion, supermarkets, department stores, shopping malls, and brand showrooms. Career opportunities include:

- Visual Merchandiser
- Window Dresser
- Display Designer
- Retail Space Planner
- Merchandising Coordinator
- Store Presentation Specialist

7. Learning Options

Learning is structured through a combination of:

- **Knowledge Modules** (theory of visual merchandising principles).
- **Practical Skills Modules** (developing and setting up displays).
- **Work Experience Modules** (hands-on retail merchandising practice).

Delivery modes may include:

- Full-time study at accredited institutions.
- Part-time study for employed learners.
- Workplace-based learning (WBL) in partnership with approved retail employers.

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