


Unit of learning outcomes:	<b>Unit 6: Visual Merchandising</b>		
Qualification to be achieved:	<b>Verkaufsberufe im Einzelhandel: Kaufmann/-frau im Einzelhandel, Verkäufer/-in, Drogist/-in, Buchhändler/-in, Musikfachhändler/-in (DE)</b> <b>Retail sector: Management assistants for retail services, Sales assistants, Chemists, Booksellers, Specialist retail assistant for the music branch (UK)</b>		
Area of work tasks:		EQF-Level: 4	DQR-Level: 4
Additional unit of learning outcomes:    yes <input type="checkbox"/> no <input type="checkbox"/>			
Description of unit: Analyse the corporate identity of the company and realize layouts			
<b>Knowledge</b>	<b>Skills</b>	<b>Competence</b>	
He/ She knows: <ul style="list-style-type: none"> <li>• different aspects of corporate identity               <ul style="list-style-type: none"> <li>○ principles of arranging and presenting goods</li> </ul> </li> <li>• the elements, effects and importance of visual merchandising</li> <li>• legal regulations concerning pricing and marking requirements</li> </ul>	He/ She is able to: <ul style="list-style-type: none"> <li>• analyse the given inner and outer features of corporate identity of the shop/company</li> <li>• identify strategic and psychological aspects of the shop layout considering the characteristics of the customer structure</li> <li>• price and mark the goods according to the legal regulations</li> <li>• work out a concept of the department or shop layout</li> <li>• realize the trainee's concept of the department or shop layout</li> <li>• consider safety regulations</li> <li>• work in a team with colleagues of different</li> </ul>	He/ She is able to: <ul style="list-style-type: none"> <li>• independently work out a concept of the shop design, give reasons for it, put it into practice and evaluate it</li> <li>• independently and responsibly recognize and resolve communication difficulties caused by cultural, linguistic and contextual factors</li> </ul> Part of the evaluation is a written draft of the department or shop layout. This has to be realized according to the agreement with the shop manager and has to be compared with the original situation.	

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	<p>cultures</p> <ul style="list-style-type: none"><li>• support and assist colleagues under difficult working conditions</li><li>• consider and justify his/her conduct</li><li>• react flexibly to new situations</li></ul>	
<p>Additional information: The learning outcomes the learner achieved and demonstrated during the mobility phase are assessed with an evaluation sheet (observation form).</p>		
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Evaluation of the tasks mutually agreed on Unit 6: Visual Merchandising			
<b>Partial tasks:</b>  Please mark the parts of the fulfilled learning outcomes with the level reached.	<u>Level of competence</u> 0 = underperforming 1 = meeting expectations 2 = high performing		
<b>A: Knowledge</b>			
He/ She knows:	Student	Teacher	Company Representative
different aspects of corporate identity			
principles of arranging and presenting goods			
the elements, effects and importance of visual merchandising			
legal regulations concerning pricing and marking requirements			

Evaluation of the tasks mutually agreed on Unit 6: Visual Merchandising			
<b>Partial tasks:</b>  Please mark the parts of the fulfilled learning outcomes with the level reached.	<u>Level of competence</u> 0 = underperforming 1 = meeting expectations 2 = high performing		
<b>B: Skills</b>			
He/ She is able to:	Student	Teacher	Company Representative
analyse the given inner and outer features of corporate identity of the shop/company			
identify strategic and psychological aspects of the shop layout considering the characteristics of the customer structure			
price and mark the goods according to the legal regulations			
work out a concept of the department or shop layout			
realize the trainee's concept of the department or shop layout			
consider safety regulations			

Evaluation of the tasks mutually agreed on Unit 6: Visual Merchandising			
<b>Partial tasks:</b>  Please mark the parts of the fulfilled learning outcomes with the level reached.	<b>Level of competence</b> 0 = underperforming 1 = meeting expectations 2 = high performing		
<b>C: Competence</b>			
He/ She is able to:	Student	Teacher	Company Representative
independently work out a concept of the shop design, give reasons for it, put it into practice and evaluate it			
independently and responsibly recognize and resolve communication difficulties caused by cultural , linguistic and contextual factors			

<b>C: Competence (continued):</b>				
<b>Please mark the following areas of competence with your initials when they are fulfilled. The fulfilment is not graded.</b> <i>Please initial the following competences when they have been reached.</i>		Student	Teacher	Company Representative
<b>Social competence</b>	independently supports colleagues accordingly and in order to relieve them			
<b>Problem-solving competence</b>	solves problems independently and business-oriented			
<b>Communication competence/ Intercultural competence</b>	conducts "small talk" professionally in the target language			
	uses technical jargon and gives specific information in the target language			
	reacts appropriately to regional accents			
	solves linguistically challenging situations			
	reacts appropriately to cultural differences			
<b>Ability to work in a team</b>	works in a team appropriately			
<b>Independence</b>	acquires specialized knowledge independently			
	considers and justifies his/her own action and behaviour			
<b>Flexibility</b>	reacts flexibly to new situations			
	harmonizes customer's and firm's interests according to the situation			

**Evaluation of the tasks mutually agreed on**

**Additional comments:**

**Name of the assessor**

**Signature:**

**Place and date:**