

BIIAB Level 3 Diploma in Retail Skills (Visual Merchandising) (QCF)

Level: 3

Ofqual Qualification Number: 601/6561/3

Size of Qualification: 53 credits

What is the main purpose of this qualification?

To confirm occupational competence.

Who is it for?

This qualification is for learners who are working at an operational level in a Retail environment.

You must be 16 or over to undertake this qualification.

What job role will it help me enter?

This qualification has been designed to give learners the skills to work in Retail roles such as Visual Merchandising Supervisor.

Is this the right qualification for me?

You should undertake this qualification if you are working in Retail and need to demonstrate your competence in the role.

Is this qualification in an apprenticeship?

Yes, this qualification is the main component in the Advanced Apprenticeship in Retail (Visual Merchandising pathway). Apprentices will also need to complete the BIIAB Level 3 Certificate in Retail Knowledge and Functional Skills in English and Mathematics at Level 2.

How long will this qualification take me?

The qualification requires 251-255 Guided Learning Hours (the number of hours where you will be given guidance, usually by a tutor, in order to achieve the outcomes) and approximately 530 hours in total (1 credit is roughly equivalent to 10 hours of learning time). Some people learn more quickly or are more experienced than others so it may take you more or less time than 530 hours to achieve this qualification.

What does this qualification cover?

The qualification comprises the following mandatory unit:

- Work effectively and support others in a retail organisation

Learners will also choose optional units to the value of at least 43 credits from the following:

- Choose merchandise to feature in visual merchandising displays
- Manage the use of signage and graphics in visual merchandising displays
- Evaluate the effectiveness of visual merchandising displays
- Manage budgets for visual merchandising projects
- Contribute to improving a retail organisation's visual merchandising policy
- Design visual merchandising display layouts
- Follow guidelines for planning and preparing visual merchandising displays
- Dress visual merchandising displays to attract customers
- Order and position signage and graphics for visual merchandising displays
- Dismantle and store props and graphics from visual merchandising displays
- Make props and decorate fixtures and panels for visual merchandising displays
- Assemble visual merchandising displays
- Manage staff to receive goods in a retail environment
- Organise and monitor the storage of stock in a retail environment
- Contribute to the continuous improvement of retail operations within own area of responsibility
- Deputise for the leader of a retail team

What could this qualification lead to?

This qualification shows you have gained Level 3 skills in Retail Visual Merchandising. It may help you to achieve promotion to more senior managerial roles within Retail.

Alternatively you may be ready to progress to a higher level, for example by undertaking the following qualification:

- BIIAB Level 4 NVQ Diploma in Management (QCF) 601/4601/1

Who supports this qualification?

This qualification is supported by the V&A Museum, Virgin Media and Vision Express; the letters of support are available upon request from qualifications@bii.org