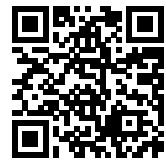


CORSO PROFESSIONALE VISUAL MERCHANDISING A VERONA



Luogo **Veneto, Verona**
<https://www.annuncici.it/x-533474-z>



Il Corso ha come obiettivo quello di apprendere tecniche espositive che consentono di ottimizzare al meglio gli spazi a disposizione e l'esposizione della merce, in vetrina e all'interno del punto vendita allo scopo di incrementare il fatturato aziendale.

Al termine del corso, il corsista sarà in grado di progettare e allestire vetrine, progettare layout degli interni, mettere in scena e valorizzare al meglio prodotti e brand all'interno dei diversi negozi sviluppando idee di marketing e comunicazione.

A CHI È RIVOLTO?

Il corso è rivolto a tutti coloro i quali vogliono intraprendere la professione di Visual Merchandising e vuole acquisire le competenze, indispensabili per chi vuole aspirare ad un ruolo come Visual Merchandiser e inserirsi nel mondo delle vetrine ed allestimenti di una attività commerciale.

DURATA CORSO:

580 ore di formazione professionale di cui:

- 100 ore di teoria svolte da professionisti con significativa esperienza nel settore.
 - 480 ore di pratica garantita in punti vendita convenzionati e presente nella tua zona di residenza.
- Per gli aventi diritto, possibilità di stage retribuito

PROGRAMMA CORSO

MODULO 1 - NOZIONI DI MARKETING

MODULO 2 - INFLUENZE NEL PROCESSO DI ACQUISTO

MODULO 3 - ASPETTI GENERALI DEL VISUAL MERCHANDISING

MODULO 4 - L'AMBIENTE ESTERNO DEL PUNTO VENDITA

MODULO 5 - L'AMBIENTE INTERNO DEL PUNTO VENDITA

MODULO 6 - L'ESPOSIZIONE DEI PRODOTTI

MODULO 7 - LA COMUNICAZIONE DEL PUNTO VENDITA

MODULO 8 - ASPECTS OF THE PURCHASE PROCESS

MODULO 9 - GENERAL ASPECTS OF VISUAL MERCHANDISING

MODULO 10 - EXTERNAL ENVIRONMENT OF THE RETAIL POINT

MODULO 11 - INTERNAL ENVIRONMENT OF THE RETAIL POINT

MODULO 12 - PRODUCT DISPLAY

MODULO 13 - COMMUNICATION IN THE RETAIL POINT

MODULO 14 - COMMUNICATION IN THE RETAIL POINT

MODULO 15 - COMMUNICATION IN THE RETAIL POINT

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