

MARKETING & COMMUNICATION | COURSE BROCHURE

Retail Marketing and Visual Merchandising

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

In-store presentation influences what shoppers notice and buy. This course covers retail marketing and visual merchandising: shopper behaviour, store layout and zoning, displays and windows, planograms, signage and lighting, promotions in store, omnichannel retail and measuring store performance.

Small changes in store presentation can lift sales noticeably. You will learn principles used by leading retailers.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Store walk analysis, planogram exercises, display design workshops and case studies.

Course objectives

By the end of this course, participants will be able to:
• Understand shopper behaviour in stores
• Plan store layouts and zones
• Design effective displays and windows
• Create and use planograms
• Plan in-store promotions and signage
• Measure store marketing performance

Target audience

This course is suitable for:
• Retail marketing managers
• Visual merchandisers
• Store managers
• Brand managers working with retailers
• Category managers



Course content

Target competencies

Participants will develop competencies in:

- Shopper insight
- Layout planning
- Display design
- Planogram management
- Performance measurement

Course outline

Day 1: Shopper Behaviour

09:00–10:08	How shoppers navigate stores
10:08–11:00	Decision points
11:00–11:30	**Coffee break**
11:30–11:45	Decision points (continued)
11:45–12:53	Observation
12:53–14:00	Exercise

Day 2: Layout

09:00–10:08	Store zoning
10:08–11:00	Traffic flow
11:00–11:30	**Coffee break**
11:30–11:45	Traffic flow (continued)
11:45–12:53	Adjacencies
12:53–14:00	Workshop

Day 3: Displays

09:00–10:08	Windows and displays
10:08–11:00	Lighting and colour
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Lighting and colour (continued)
11:45–12:53	Signage
12:53–14:00	Exercise

Day 4: Planograms and Promotions

09:00–10:08	Planograms
10:08–11:00	Promotions in store
11:00–11:30	**Coffee break**
11:30–11:45	Promotions in store (continued)
11:45–12:53	Compliance
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Sales per area
10:08–11:00	Conversion
11:00–11:30	**Coffee break**
11:30–11:45	Conversion (continued)
11:45–12:53	Omnichannel integration
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,540.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Rome Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Dubai Confirmed dates	4 Jan 2027	8 Jan 2027	**€3,150.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Rome Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Dubai Confirmed dates	1 Mar 2027	5 Mar 2027	**€3,150.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
London Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Rome Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	17 May 2027	21 May 2027	**€2,840.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Dubai Confirmed dates	7 Jun 2027	11 Jun 2027	**€3,150.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,650.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,840.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Vienna Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,940.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,890.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,890.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,940.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online