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Chapter 18
Marketing Essentials Chapter 18.
Visual Merchandising. Display.

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Storefront. Marquee. Coordinates all of the physical elements in a place of business.... Refers to the visual and artistic aspects of presenting a product.... Includes a store's sign or logo, marquee, outdoor lighting, ba....

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STUDY. PLAY. Visual Merchandising.

coordinates all of the physical elements in a place of business to project an image to customers. Store front. the exterior of a business.

Marquee. an architectural canopy that

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extends over a store's entrance. Store layout.

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18 Activity. Visual merchandising is a
form of promotion because its artistic
aspects focus on the customer ' s

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emotional buying motives. The storefront projects a brand identity and distinguishes a store from its

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Chapter 18 Activity

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STUDY. PLAY. Visual Merchandising.
coordinates all of the physical
elements in a place of business to
project an image to customers.
Display. refers to the visual and
artistic aspects of presenting a
product or service to a target group of

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customers to encourage a purchase.

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Marketing Essentials Chapter 18,
Section 18.1 Visual Merchandising
and Display Display X refers to the
visual and artistic aspects of

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presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business Marketing Essentials Chapter 18 - modapktown.com

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Section 18.1 Visual Merchandising
and Display Display X refers to the
visual and artistic aspects of
presenting a product to a target group
of customers. Visual merchandising,
by contrast, encompasses the visual
and artistic aspects of the entire

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SECTION 18.1 Display Features Store
Interior The selection of floor and wall
coverings, lighting, colors, and store

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fixtures can powerfully affect the store image. Example Thick carpeting can portray a luxurious image.

Fixtures are permanent or movable store furnishings, such as display cases, counters, shelving, racks, and benches. 18 SECTION 18.1

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PPT – n Chapter 18 Visual
Merchandising and Display ...

INTRODUCE THE CHAPTER. Chapter 18 introduces the importance of visual merchandising as a promotional strategy to attract potential customers and to create a desired business image. The chapter explains the

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concepts of visual merchandising and display, and identifies the ways in which cultural and ethnic differences impact visual merchandising. It presents the different types of displays, the key steps in display preparation, the artistic elements necessary for successful displays, and

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...

CHAPTER 18 Visual Merchandising and Display

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Chapter 18 Marketing Essentials

Chapter 18, Section 18.2 .

Manipulating Artistic Elements Shape
refers to the physical appearance, or
outline, of a display. Some of the

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shapes that display units may resemble include:

- Squares and cubes
- Circles and triangles

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Section 18.2 .

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Warning: include_once(/local/apps/se

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g/glencoe/home/footer.html): failed
to open stream: No such file or
directory in
/web/seg/glencoe/sites/footer.html
on line 1 ...

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Section 18.1. Visual Merchandising and Display. Display X refers to the visual and artistic aspects of presenting a product to a target group of customers. Visual merchandising, by contrast, encompasses the visual and artistic aspects of the entire business environment. display.

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Section 18.1 Display Features Section
18.2 Artistic Design

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18 I-Quiz 1. What is visual
merchandising? a. The use of physical
elements to project an image to
customers b. TV advertising c. Print

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advertising d. None of the above 2.
What are triadic colors? a. Pastels
colors b. Analogous colors c. Three
colors equally spaced on the color
wheel d. Adjacent colors 3.

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18

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Explain why promotion is an important marketing function. Section 17.1 1. Promotion is an important marketing function because it is used to inform, persuade, or remind people about a company ' s products and its image. 17.1

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Chapter 17

Marketing Essentials Chapter 1,
Section 1.1 . Marketing and the
Marketing Concept Graphic Organizer
Draw an umbrella shape to organize
the marketing concepts you will learn
about in this section. Marketing
Essentials Chapter 1, Section 1.1 ...

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4/19/2013 4:18:04 PM ...

Chapter 1 Marketing Is All Around Us
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18 I-Study Visual merchandising
includes all the physical elements that
merchandisers use to project an
image to customers. It can promote

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interest in a product or service, encourage purchasing, and reinforce customer satisfaction. Visual merchandising has four elements:

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