

Statement of Participation

iversity hereby certifies that **Natalia Ganem Gonzalez** has participated in the following course:

Store Design, Visual Merchandising and Shopper Marketing

Taught from May 2015 to July 2015 by Prof. Claus Ebster.

Course participants learn to understand shopping behavior and how to optimize the design of retail stores and service environments. Topics include: store layout, store atmosphere, visual merchandising, shopper orientation, experiential store design.



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