

CERTIFICATE OF ACCOMPLISHMENT

iversity hereby attests that according to the criteria set by the course instructor,

Juan Pessolani

has successfully completed the following course:

Store Design, Visual Merchandising and Shopper Marketing

Course participants are introduced to shopper marketing principles. They learn to understand shopping behavior and how to optimize the design of retail stores and service environments to increase customer satisfaction and sales. Topics include: store layout, store atmosphere, visual merchandising, shopper orientation, and experiential store design.

Timeframe: May 2015 to July 2015
by Claus Ebster

Grade: B



CLAUS EBSTER



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Please note:
This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree or credit.