



## EUROPEAN BACHELOR'S IN MERCHANDISING & SALES MANAGEMENT - LEVEL 6 EQF



**Level**  
6 EQF (*European Qualifications Framework*)



**Duration**  
1 year



**Credits**  
60 ECTS



**Target group**  
Students - people seeking employment - employees and professionals in the sector



**Admission requirements**  
Candidates holding a level 5 EQF qualification or a qualification equivalent to the attainment of 120 ECTS



**Course Structure**  
Full-time or work-study



**Pedagogical methods**  
Theoretical courses, tutorials and practical work  
Case studies and professional scenarios  
Individual and group projects



**Professional assessments :**

- Continuous assessment
- Case Study (6h)
- Practical Exercise (2h)
- Activity report and professional support (30 min)

**CCE :**

- Quizzes (1h20)

**Modern language :**

- Reading Comprehension (1h)
- Listening (45min)

**The FEDE, as a certifier, is in charge of the assessment processes**

- Organisation and planning of exam sessions
- Development of topics and model answers
- Ensuring compliance with examination regulations and supervision (anonymity, integrity, confidentiality)
- Assessment and marking of papers
- Reporting results, issuing diplomas, diploma supplements and certificates

[www.fede.education/en/fede-quality-charter](http://www.fede.education/en/fede-quality-charter)

**R**etail is a dynamic sector, which has to adapt to pure players and the changing needs of consumers. The rise of organic food, drive-throughs, express deliveries, proximity, store/online integration, self-checkouts and cashless shops are all crucial to building customer loyalty.

Retail managers are involved in commerce, management, purchasing and merchandising. The European Bachelor's Degree in Merchandising and Sales Management delivers technical, operational and interpersonal skills, while developing students' reactivity, organisation and adaptability to changes in the sector.

### LEARNING OUTCOMES

- Administrative and financial management of the department
- Participate in the communication plan
- Contribute to the recruiting of team members
- Negotiate sales targets with management
- Manage teams under the direction of a sector manager
- Optimise shelf sales for a supplier or develop sales in a sector
- Ensure the marketing and physical promotion of products
- Know the principles of department management
- Take account of local consumption patterns
- Promote customer loyalty and satisfaction.

### PROGRAMME

#### PROFESSIONAL SKILLS (370-450 HOURS)

##### Marketing and Sales Development

Strategic and operational marketing - Customer relationship management (CRM) and optimising customer management - Marketing and consumer law - Marketing and communication law - B-to-B marketing - E-marketing - Brand management - Business development

##### Merchandising and Commercial Management

Merchandising and distribution - Organisation and management of a sales team - Data processing - Legislation specific to distribution

##### Professional assignment (≥12 weeks)

Internship - Apprenticeship - Salaried employment

#### MODERN LANGUAGE (60-80 HOURS)

Modern language 1 - CEFR Level B1  
German, English, Spanish, French, Italian, Portuguese  
Modern language 2 and 3 (optional)  
German, English, Arabic, Chinese, Spanish, French, Italian, Portuguese

### CAREER DESTINATIONS

- Category Manager
- Department Manager
- Area Manager
- Sales Point Manager
- Assistant Department Head
- Merchandising Assistant

### FEDE'S ASSET - EUROPEAN DEGREE

#### EUROPEAN CULTURE AND CITIZENSHIP (40H)

##### The European project: Culture and Democracy for Active Citizenship

- Importance of History (OHTe - Observatory on History Teaching in Europe)
- Contemporary Europe
- Europe and the World
- Cultures and diversity in Europe
- European citizenship
- The Workings of the European Union
- Importance, challenges and future of European construction
- Focus on corruption (GRECO)

##### Intercultural management and human resources

- Culture and cultural diversity
- Intercultural communication in an organisation
- Managing intercultural aspects and resolving cultural conflicts
- Working in Europe
- Social protection systems in Europe
- Corporate Social Responsibility (CSR)