

## 1. TITLE OF THE CERTIFICATE (ES)

**Certificado de Profesionalidad de nivel 3 en  
COMP0108 IMPLANTACIÓN Y ANIMACIÓN DE ESPACIOS COMERCIALES**

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Professional Certificate Level 3 in  
COMP0108 MERCHANDISING AND RETAIL STORE PROMOTION  
(This translation has no legal status)**

## 3. PROFILE OF SKILLS AND COMPETENCES

The holder of this certificate will have acquired the **general competence** define, organise and supervise the implementation and visual merchandising, both in and out the Point of Sale, in accordance with established quality specifications and retail store criteria, following health and safe prescriptions, and commercial regulation. This general competence is divided into the following **skills units** (UC):

- Brand implementation in retail spaces (UC0501\_3).
- Organise product/service merchandising in the Point of Sale (UC0502\_3).
- Organise and supervise visual merchandising promotions in the point of sale (UC0503\_3).
- Organise and supervise the assembly of shop displays (UC0504\_3).

The professional skills are acquired through the **learning outcomes** defined within the related Training Modules (MF):

- Brand implementation in stores (MF0501\_3).
- Merchandising in the Point of Sale (MF0502\_3).
- Promotions in the Point of Sale (MF0503\_3).
- Shop window displays (MF0504\_3).
- Practical training at the workplace in Merchandising and retail stores promotion (MP0010)

(See legal basis for all learning outcomes information acquired by the holder of this Certificate in each MF).

As a reference the learning outcomes include in the Practical training at the workplace that complete and reinforce the learning outcomes acquired in the other training modules, are to collaborate on the:

- Organisation of brand implementation in different types of commercial establishments, in accordance with established procedures and instructions.
- Management of the product range and categories in different types of commercial establishments.
- Definition, organisation and performance of different types of promotional actions at the point of sale.
- Design and set-up of shop window displays with commercial and aesthetic criteria appropriate to different types of stores and commercial campaigns.
- Take part in the company's working processes, following the rules and instructions established at the workplace.

## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THIS CERTIFICATE

The holder of this certificate may work in the commercial sector, and in the following main sub-sectors: retail trade, wholesale trade, integrated and associate trade, commercial agencies, and in the rest of the productive sectors in merchandising and promotional activities for products and services. The most pertinent occupations and positions are:

- Point-of-sale Organiser in self-service stores.
- Shop or section manager.
- Point-of-sale promotion manager.
- In-store brand implementation specialist.
- Merchandiser.
- Shop-window dresser.
- Store designer.

<b>5. OFFICIAL BASIS OF THE CERTIFICATE</b>
<p style="text-align: center;"><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b></p> <p>The Ministry of Employment and Social Security or the corresponding autonomous regional administration within the scope of its competence, in the name of the King. The certificate is valid throughout Spain.</p>
<p style="text-align: center;"><b>Level of the certificate</b></p> <p>The Professional Certificate Level 3 of the National Repertoire of Professional Certificates corresponds to level 4 of the International Standard Classification of Education (ISCED-P 2011).</p> <p>The European Qualification Framework (EQF) level:</p>
<p style="text-align: center;"><b>Grading scale/Pass requirements</b></p> <p>The grading scale and pass level of the training modules are expressed on a scale of 0 to 10. The minimum score for a pass is 5 in every training module including a pass in the practical training at the workplace module.</p> <p>The grading system is as follows:</p> <ul style="list-style-type: none"> <li>- FAIL: 0 to 4.9</li> <li>- PASS-SATISFACTORY: 5 to 6.9</li> <li>- PASS-GOOD: 7 to 8.9</li> <li>- PASS-EXCELLENT: 9 to 10</li> </ul>
<p style="text-align: center;"><b>Access to next level of education/training</b></p> <p>This Professional Certificate Level 3 gives access to Professional Certificate Level 3 within the same professional area and family.</p> <p>For validation purposes, the educational authorities will recognise the professional module or modules of the VET diplomas corresponding to the skills units included in the training modules of this certificate.</p>
<p style="text-align: center;"><b>Legal basis</b></p> <p>Royal Decree 1377/2008 of 1 August, establishing two professional certificates in the professional family Trade and Marketing, which are included in the National Repertoire of Professional Certificates. (Appendix II, Code: COMP0108).</p>

<b>6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE</b>		
<p>This certificate may be acquired by:</p> <ol style="list-style-type: none"> <li>1. Training: Completion with a pass grade of the face-to-face or online training programme.</li> <li>2. Recognition of the professional skills acquired through professional experience or non-formal training (prior learning): Completion of a process of skills evaluation and accreditation in all the skills units making up the professional certificate.</li> <li>3. Dual training: Completion of a training and apprenticeship contract, which may range from 1 year (or 6 months, if stipulated as such in the collective agreement) to 3 years, during which effective working time is combined with time dedicated to training under the training programme for the professional certificate.</li> </ol> <p>The training method (number 1 above) requires successful completion of the training modules and the practical training at the workplace:</p>		
<b>Description of vocational training received</b>	<b>Percentage of total programme (%)</b>	<b>Duration (hours)</b>
Training modules	79	310
Practical training at the workplace	21	80
<b>Total duration of training leading to the certificate</b>		<b>390</b>

**Entry/access requirements:**

- *Bachiller* Diploma (upper secondary education); or
- Professional Certificate Level 2 in the same professional area.
- If neither of the above or higher certifications are held, a pass in the key skills tests.

**Additional information:** Professional certificates are instruments for official accreditation of the professional qualifications in the National Catalogue of Professional Qualifications for all economic activities, within the scope of the labour administration. The National Repertoire of Professional Certificates is divided into three qualification levels (Level 1, Level 2 and Level 3), and by sectors into 26 professional families and 102 professional areas. More information is available at: [www.sepe.es](http://www.sepe.es)

National Europass Centre: [www.oapee.es](http://www.oapee.es)

(\*) **Explanatory note:** This document is designed to provide additional information about the specified certificate, but has no legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications; Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates; and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://europass.cedefop.eu.int>

## Information on Professional Certificates of the Map of Qualifications and Vocational Training in Spain

