

Retail 103: Visual merchandising & marketing strategies

**Thursday
April 6th**

6:30 p.m. – 9:30 p.m.

**Pacifica Coastside
Museum
1850 Francisco Street
Pacifica, CA 94044**

Visual merchandising encompasses the way that you present product to grab the customer's attention. It can be specific promotional displays that introduce a new product or point attention to a specific brand, or how the product is presented on your shelves. Strategies to create effective visual marketing displays can help you maximize the impact of your retail floor space and your profitability. The class covers visual merchandising and how it is also tied to your marketing efforts. This class is targeted to start-up as well as established retailers.

Instructor: Paula MattisonSierra is the Retail Marketing Business Advisor with the San Mateo Small Business Development Center.



**SMALL
BUSINESS
DEVELOPMENT
CENTER**
SAN MATEO



REGISTER NOW

Visit [Register for this event](#)
or Call (650) 574-6460



Reasonable accommodations for persons with disabilities will be made, if requested at least one week in advance. Contact Samantha Vargas at (650) 574-6460 or vargassamantha@smccd.edu.



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.