

## MaRC Exam Content Outline

The MaRC certification examination surveys the job knowledges and skills required for enhancing retail environments and experiences. In the 2017 edition MaRC Exam Prep book, retail-industry subject matter experts have identified and detailed the typical job responsibilities within the domains of Research, Design, Build, Market and Evaluate. The following exam content outline is a summary listing of the topics presented in the 2017 edition MaRC Exam Prep book, which serves as the basis for the 2017 MaRC exam.

### Research (20 % of the exam)

- Recognize the shopper as a strategic target (Ch 1.1)
  - Understand the strategic role of consumer, shopper
- Integrate go-to-market plans through strategy and insight (Ch 1.1)
  - Understand the role of consumer marketing, shopper marketing, trade marketing
- Promote organic growth and build brand loyalty (Ch 1.1)
  - Recognize the formulas for organic growth, brand loyalty
- Understand how the building of intimate customer relationships impacts standard models of the path-to-purchase (Ch 1.1)
- Understand the connection between shopper’s path-to-purchase and the consumer journey. (Ch 1.1)
  - Recognize Consumer-Brand Relationship Cycle and importance of its parts.
- Understand the “Three Es” model and how its components drive retail development (Ch 1.2)
  - Understand how efficiency can be achieved based on supply and demand, points-of-sale, points-of purchase, and points of engagement
  - Recognize the six expertise roles of retail staff
  - Recognize the six customer experiences that can be used to create retail environments

### Design (20% of the exam)

- Understand how content, context, and consumers shape the customer experience (Ch 2.1)
- Understand how storytelling can be used to engage customers (Ch 2.1)
- Understand the store’s “fundamental floorplan” contributes to the customer experience (Ch 2.1)
  - Identify experience-building tools (e.g. discovery trail, amplification, interrupters, strike points, focal walls, neighborhoods)
- Identify current consumer demographic age groups and their shopping characteristics and expectations (CH 2.1)
- Recognize the Customer Experience (CX) M.A.S.T.E.R. Plan and how its attributes promote customer loyalty (Ch 2.1)
- Recognize the basic phases of the Design process and identify the critical steps of each phase. (Ch 2.2)
- Understand general design principles (e.g. theme, variation, visual hierarchy) (Ch 2.2.)
- Understand the characteristics and applications of fixtures (Ch 2.2)
  - Identify Factors that drive fixture selection
  - Select fixture types based on location and merchandise type

- Identify retail formats (e.g. flagship, prototype, outlet, pop-up, shop-in-shop) and their characteristics. (e.g. unsight, shopper challenge)
- Understand Opti Channel / Omni Channel model (Ch 2.3)
- Recognize the steps for simplifying the integrated marketing communications (IMC) process (Ch 2.3)
- Identify the three ABC attributes of high-performing staff (Ch 2.3)
- Identify the critical elements of conducting a “store walk” (Ch 2.3)
- Understand and apply shopper marketing communications techniques (Ch 2.3)
  - Retail rule of 3, 4, 5™
  - Grab, Hold, Sold™
  - Trial before the Aisle

### **Build (20% of the exam)**

- Define sustainability. (Ch 3.1)
  - Identify sustainable traits of fixtures, displays, or retail construction materials
- Recognize how a proposed strategy affects each of the three areas of the Triple Bottom Line. (Ch 3.1)
- Characterize the state of green building in retail according to recent studies. (Ch 3.1)
- Identify the factors that affect green building in retail. (Ch 3.1)
- Identify the benefits retailers can gain by building green. (Ch 3.1)
- Recognize the green-building rating systems. (Ch 3.1)
- Recognize common product ecolabels. (Ch 3.1)
- Identify the different materials (e.g. plastics, wood, metals, paper) and processes that are used in manufacturing displays (Ch 3.2)
- Identify lighting properties (e.g. color rendering index, color temperature, efficiency, intensity) (Ch 3.2)
- Identify lighting types (e.g. fluorescent, halogen, incandescent, LED) and their characteristics (Ch 3.2)
- Identify materials/methods that promote interactivity (Ch 3.2)
- Identify Types of retail installation projects (Ch. 3.3)
- Understand installation project scope terminology (Ch. 3.3)
- Identify installation process components that should be considered during the ideation stage (Ch. 3.3)
- Identify project information that must be communicated to the installation team (Ch. 3.3)
- Define color (Ch 3.4)
- Identify the parameters that influence individuals’ perception of color; predict their effects on display materials (Ch 3.4)
- Understand how the human brain remembers color (Ch 3.4)
- Identify advantages, including durability, and disadvantages of the various pigments used in architecture (Ch 3.4)

### **Market (20% of the exam)**

- Recognize the contributions of retail display designers Gene Moore and Tom Beebe. (Ch 4.1)
- Identify and apply creative thinking process models (e.g. outside-the-box thinking; Judy Bell’s Look, Compare, Innovate model; Robert Eberle’s SCAMPER model) (Ch 4.1)
- Define and apply cross-merchandising (Ch 4.1)

- Define and apply design thinking (Ch 4.1)
- Identify the best practices for creative thinking strategies (Ch 4.1)
- Identify Karl Albrecht’s five characteristics of innovative and creative thinking (Ch 4.1)
- Recognize the basic terminology, characteristics, functions, and limitations, of digital signage networks and their components (Ch 4.2)
- Apply strategies for developing and operating digital signage networks efficiently and cost-effectively (Ch 4.2)
- Recognize how sellers have used apps and other technology to collect shoppers’ data and facilitate online shopping and buying. (Ch 4.3)
- Recognize how manufacturers are using emerging technology to connect their products, services, and brands to the consumer’s experience. Ch 4.3)
- Recognize the steps in the promotional planning process. (Ch 4.4)
- Recognize types of promotional vehicles and their objectives (Ch 4.4)
- Apply strategies and tools for implementing a retail promotional plan (Ch 4.4)
- Identify how current digital shopping methods, evolving consumer expectations, and other trends are impacting current and future retail models (Ch 4.5)
- Methods of collecting and analyzing data about shopper behavior (Ch 4.5)

### **Evaluate (20% of the exam)**

- Understand the general concept of ROI, and apply it to the store environment (Ch 5.1)
- Understand how consumers perceive value and how the value models have been impacted by evolving economic and marketing concepts (Ch 5.1)
- Understand the importance and impact of customer experience on business outcomes (Ch 5.1)
- Understand key principles and considerations in designing for customer experience (Ch 5.1)
- Understand and apply the success metrics of shopper marketing (Ch 5.2)
- Understand the methods and metrics used to observe and measure in-store shopper behavior (Ch 5.2)
- Understand the technologies used in shopper tracking (Ch 5.2)
- Understand general shopper behaviors as reported in recent research studies (Ch 5.2)
- Understand methods for measuring in-store sales (Ch 5.2)
- Understand how copyright and trademark laws impact the retail industry. (Ch 5.3)
- Identify the best practices for avoiding intellectual property conflicts. (Ch 5.3)
- Understand and apply the laws and regulations (e.g. antitrust laws, building codes, environmental, safety) that impact retail operations. (Ch 5.4)
- Understand the influence P.O.P displays have on purchase decision (Ch 5.5)
- Understand the impact of display compliance in various retail channels (Ch 5.5)
- Identify the most prevalent display vehicles (Ch 5.5)
- Understand and calculate Promotional Program Value (PPV); understand how it differs from Return on Investment (ROI) (Ch 5.5)
- Recognize the compliance rates, sales impact, and PPV of various P.O.P display types, according to recent research studies (Ch 5.5)
- Identify techniques for improving P.O.P display compliance rates (Ch 5.5)