



Candidate Handbook

2019 Edition

Contents

ABOUT SHOP!.....	1
PROFESSIONAL DEVELOPMENT OBJECTIVE	1
STATEMENT OF FAIRNESS.....	1
IMPARTIALITY.....	1
OVERVIEW	1
MARC CERTIFICATION.....	1
SCOPE OF CERTIFICATION.....	1
MARC CERTIFICATION COMPETENCIES	1
EXAM CONTENT OUTLINE	2
APPLICATION PROCESS	4
CANDIDATE ELIGIBILITY.....	4
REGISTRATION.....	4
FEES	5
SCHEDULING THE EXAM.....	5
ACCOMMODATIONS	5
PREPARING FOR THE EXAMINATION	5
EXAMINATION DAY.....	6
EXAMINATION ADMINISTRATION.....	6
SECURITY VIOLATIONS/CHEATING	6
FAILURE TO APPEAR.....	6
CHANGE OF CONTACT INFORMATION	6
SCORING AND RESULTS SCORING PROCESS.....	6
NOTIFICATION OF RESULTS	6
APPEAL OF EXAMINATION RESULTS.....	7
RESCHEDULING & RETAKING PROCESS	7
RESCHEDULING AN EXAMINATION.....	7
RETAKING THE EXAMINATION	7
CANCELLATION POLICY	7
USE OF CERTIFICATION MARKS AND DESIGNATIONS INTRODUCTION.....	7
ACCEPTABLE USE	8
CERTIFICATE.....	8
MAINTAINING YOUR CERTIFICATION	9
RECERTIFICATION CRITERIA.....	9
PDU REVIEW	10

CODE OF CONDUCT 10
COMPLAINTS OF DISCIPLINARY VIOLATION 11
 1) WITHDRAWAL/REVOCATION12
 2) SUSPENSION12
APPEALS 12
APPEALS BODY 12
FEE 13
CONTACT.....13

INTRODUCTION

ABOUT SHOP!

Shop! is the global non-profit trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 2,000 member companies worldwide and provides value to the global retail marketplace through our leadership in: Research (consumer behavior, trends, futures), Design (customer experience design, store design, display design, fixture design), Build (manufacturing, construction, materials, methods, logistics, installation), Execution (in-store communications, in-store marketing, technology, visual merchandising), and Evaluation (ROI, analytics, recognition/awards).

PROFESSIONAL DEVELOPMENT OBJECTIVE

Shop!'s overarching objective is to be the trusted source for quality professional development activities and credentials for professionals in the retail environment and experiences industry.

STATEMENT OF FAIRNESS

Shop! adheres to principles of fairness and due process and endorses the principles of equal opportunity. In administering the credentialing programs, Shop! shall not discriminate or deny opportunity to anyone on the grounds of gender, age, religion, national or ethnic origin, marital status, veteran status, sexual orientation, or disability.

IMPARTIALITY

Shop! pays the utmost attention to the importance of impartiality in carrying out its certification activities, manages conflict of interest and ensures the objectivity of its certification activities.

OVERVIEW

MARC CERTIFICATION

The Shop! MaRC Program distinguishes retail industry members who have demonstrated their job knowledge in developing and executing in-store marketing materials or the retail environment. The program is the industry's only globally recognized credential that keeps retail individuals current on retail environments and experiences.

SCOPE OF CERTIFICATION

The certification program recognizes demonstrated knowledge in the research, design, build, execution, and evaluation of retail environments and/or in-store marketing materials.

MARC CERTIFICATION COMPETENCIES

This certification program encompasses the five knowledge domains which make up the Shop! Value Cycle: Research, Design, Build, Execution, and Evaluate.

Research

Candidates will gain a broad-based understanding of consumer and shopper behavior as it applies to the retail environment. Additionally, candidates will exhibit knowledge of global trends and the future of all

facets of shopper/consumer experience.

Design

Key to the goal in this section is a knowledge and understanding of the consumer design experience. Additionally, candidates will exhibit an understanding of store and fixture design, POP display design, and in-store marketing.

Build

In addition to demonstrating a fundamental knowledge of the issues associated with manufacturing methods and construction of both POP and store fixtures, candidates will also show specific competencies in materials and sustainability. Candidates will also gain knowledge of the logistics and installation of retail environments and POP displays.

Execute

In this domain, candidates will demonstrate a knowledge of key concepts in visual merchandising, signage, mobile technology, promotions, packaging and sensory media.

Evaluate

Central to this domain is exhibiting an understanding of analytics and return-on-investment as well as the legal issues associated with intellectual property, OSHA and ADA issues. Additionally, candidates will show an understanding of issues related to compliance.

EXAM CONTENT OUTLINE

The MaRC certification examination surveys the job knowledges and skills required for enhancing retail environments and experiences. In the 2019 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 2019 MaRC Exam Prep book, which serves as the basis for the 2019 MaRC exam.

Research (20 % of the exam)

- Distinguish between the thinking mind and the doing mind during shopping (Ch 1.1)
- Recognize the drivers of consumer purchases and brand choice (Ch 1.1)
- Recognize the deep-rooted drivers of human behavior (Ch 1.1)
- Distinguish between the shopping modes: going shopping vs. doing the shopping (Ch 1.1)
- Understand shopper behavior metrics: navigation, foot traffic, zone performance, interaction (noting, stopping, engaging), draw rate, dwell time, abandonment, display effectiveness (Ch 1.2)
- Understand shopper observation methods (casual, video tracking, mobile phone tracking, RFID, Handheld barcode scanner, eye tracking, heat mapping, neurophysiological and biometric) (Ch 1.2)
- Understand the role of Intercept Interview, employee interviews, and research panels (Ch 1.2)
- Distinguish among shopper decision categories (specifically unplanned, generally unplanned, unplanned, substitutes) (Ch 1.2)
- Understand how virtual reality testing is used in research (Ch 1.2)

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)
- 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; 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) (Ch 2.2)
- Identify exterior features of the store that attract shoppers' attention and enhance the CX (from a distance, during the approach, just outside the store, the view from inside) (Ch 2.2)
- Define color (Ch 2.3) and color properties (saturation, brightness, tint, shade) (Ch 2.3)
- Identify the parameters that influence individuals' perception of color; predict their effects on display materials (Ch 2.3)
- Understand how the human brain remembers color (Ch 2.3)
- Identify restrictions associated with various pigments used in architecture (Ch 2.3)
- Define intellectual property (Ch 2.4)
- Recognize the types of intellectual property protection (patent, trade secret, trademark, copyright) (Ch 2.4)

Build (20% of the exam)

- Identify the different materials (e.g. plastics, wood, metals, paper) and processes that are used in manufacturing displays (Ch 3.1)
- Identify materials/methods that promote interactivity (Ch 3.1)
- Identify printing methods (offset lithography, flexographic, rubber letterpress, screen printing, digital printing) (Ch 3.2)
- Identify applications in which digital printing is more cost effective than offset printing. (Ch 3.2)
- Identify the major types of lighting in retail (ambient, task, accent) (Ch 3.3)
- Recognize the characteristics of lighting (color temperature, color rendering, efficiency, efficacy) (Ch 3.3)
- Identify the types of lighting (incandescent, fluorescent, LED) and their advantages and/or disadvantages. (Ch 3.3)
- Identify common lighting applications (downlighting, spotlighting, recessed lighting, pendant lighting, LED strip) (Ch 3.3)
- Recognize the significance of flooring in branding, storytelling, pathfinding, and promotional messaging, and safety (Ch 3.4)
- Recognize flooring needs in the main retail channels (mass merchant, grocery, pop-up stores and modular spaces) (Ch 3.4)
- Identify the main types of flooring materials and their advantages and/or disadvantages (polished concrete, porcelain and ceramic tile, resilient, linoleum, wood, laminate, carpet) (Ch 3.4)
- Identify the major types of store fixtures (Ch 3.5)
- Identify types of retail installation projects (Ch. 3.6)
- Understand installation project scope terminology (Ch. 3.6)
- Identify installation components that should be considered during the ideation stage (Ch. 3.6)
- Identify project information that must be communicated to the installation team (Ch. 3.6)
- Understand the purpose of a Gantt Chart (Ch 3.6)
- Define sustainability. (Ch 3.7)
- Identify the obstacles and benefits of green building (Ch 3.7)
- Recognize the major green-building rating systems (LEED, Green Globes, Living Building) (Ch 3.7)
- Identify sustainable materials (Ch 3.7)

- Understand the significance of the Global Reporting Initiative in corporate sustainability reporting (Ch 3.7)

Execute (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)
- Understand the roles of primary product packaging (design, merchandising, customization, promotions, product information, branding, sustainability) (Ch 4.2)
- Understand the roles of secondary product packaging (Ch 4.2)
- Recognize the types of interactive technology used to drive purchase on the sales floor (interactive displays, augmented reality, beacons, mobile apps) (Ch 4.3)
- Recognize common features in retail mobile apps (Ch 4.3)
- Understand guidelines for proximity marketing (Ch 4.3)
- Understand the roles of signage (wayfinding, promotions, branding) (Ch 4.4)
- Identify types of signs commonly used in retail (Ch 4.4)
- Understand guidelines for signage, including “Retail Rule of 3, 4, 5” and “Grab, Hold, Sold” (Ch 4.4)
- Recognize the basic terminology, characteristics, functions, and limitations, of digital signage networks and their components (Ch 4.5)
- Apply strategies for developing and operating digital signage networks efficiently and cost-effectively (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 the concept of Customer Perceived Value (CPV) (Ch 5.1)
- Understand the importance and impact of design and customer experience on business outcomes (Ch 5.1)
- Identify key ROI metrics (Ch 5.1)
- Understand and apply the formulas for calculating ROI for in-store marketing materials (Ch 5.2)
- Recognize how external influences (promotions/sales, availability of inventory, in-store execution) can impact the performance of marketing materials (Ch 5.2)
- Recognize success metrics for retail innovations (Ch 5.3)
- Understand the formula for Net Promoter Score (Ch 5.3)
- Understand the role and techniques of mystery shopping (Ch 5.3)

APPLICATION PROCESS

The MaRC certification process involves independent study of the 2019 MaRC Exam Prep Book followed by a written exam based on the book.

CANDIDATE ELIGIBILITY

There are no pre-requisites for the credential. Shop membership is not a requirement for certification.

REGISTRATION

The MaRC Exam Prep Book can be purchased on the Shop! website. (This book is also available as part of two MaRC exam self-study packages offered by Morgan International.)

The Shop! MaRC webpage, <https://www.shopassociation.org/marc/>, also provides the link to register for the MaRC exam. Upon registering, candidates will have up to one year to take their exam. If a candidate fails to take the exam within one year of registering, then the exam registration fee will be forfeited.

Candidates will not be discriminated against based on race, religion, creed, age, gender, sexual orientation, or national origin or ancestry.

FEES

	Shop! Member	Non-Member
1. MaRC Exam Prep book (Digital Format/PDF)	\$125	\$150
2. Initial Exam Fee	\$275	\$350
3. Exam Rescheduling Fee	\$60	\$100
4. Cancellation Fee	\$50	\$50
5. Re-exam Fee	\$150	\$250
6. Triennial Recertification Fee	\$180	\$270

SCHEDULING THE EXAM

After the examination registration fee has been paid, the candidate will be contacted by the Shop! Education Manager to schedule an exam window. The exam is offered during four exam windows throughout the year: February, May, August, and November. Once the candidate has scheduled an exam window, he or she will receive an e-mail message with instructions for accessing and taking the examination online.

ACCOMMODATIONS

Shop! complies with the provisions of the Americans With Disabilities Act and Title VII of the Civil Rights Act, as amended (42 U.S.C. 2000e. et. seq.) in accommodating candidates with disabilities who require special arrangements. The request must be submitted in writing with supporting documentation from a physician or other qualified professional reflecting a diagnosis of the candidate's condition and explanation of examination aids or modifications needed. Please contact Shop! at credentialing@shopassociation.org, if the candidate has any questions concerning ADA arrangements.

PREPARING FOR THE EXAMINATION

At present, self-study is the only path to certification. The MaRC Exam Prep Book, on which the MaRC exam is based, can be purchased from the MaRC website at <http://www.shopassociation.org/marc/>. Morgan International also offers self-study packages to help candidates prepare for the exam; these packages include the MaRC Exam Prep Book.

EXAMINATION DAY

After the initial six-week waiting period, candidates will be able to take the MaRC Exam. **Candidates will have two hours to complete the 100-question, closed-book exam.**

EXAMINATION ADMINISTRATION

The following policies will be maintained during the testing session:

- Candidates are allowed to take the exam only during their assigned timeframe.
- The exam remote proctoring service uses the onboard camera and microphone of the candidate's computer to monitor the exam session. In addition, the proctoring service records images of the computer's desktop during the exam.
- Candidates must agree to the Non-Disclosure Agreement and Remote Monitoring Terms before beginning the exam.
- Once an exam has been started, the candidate cannot stop and restart the exam.
- During the exam, candidates are prohibited from opening additional browsers, copying materials on the screen, capturing screen shots, leaving their seat, moving out of range of the computer's camera, and engaging in unauthorized communications (including verbal, email, and text messaging). The exam remote proctoring service detects and documents these activities.
- Candidates are prohibited from using the following items during the exam; an exam proxy, reference materials, books, papers, notes, visual aids, translation aids, cameras, or other electronics devices (including, but not limited to: e-readers, smart watches, computers, cellphones, etc.).

SECURITY VIOLATIONS/CHEATING

The performance of all candidates is monitored and may be analyzed to detect fraud. If, at any time after the examination administration, should there be a question about score validity or the identity of an examination candidate, Shop! staff will investigate. If it is determined that a violation has occurred, the Shop! Education Council will review the incident and decide on any appropriate penalty, including voiding the exam score and/or barring the candidate from testing for a period of time or indefinitely. In the event that the exam score is voided and/or the candidate is prevented from testing again, any MaRC fees paid will be forfeited.

FAILURE TO APPEAR

If a candidate does not take a scheduled examination, the candidate will forfeit all fees. All fees will need to be paid again if the candidate decides to reschedule at a later date.

CHANGE OF CONTACT INFORMATION

It is the certified professional's responsibility to ensure that Shop! has his/her most current contact information including, mailing address, phone number and email address.

SCORING AND RESULTS SCORING PROCESS

Examinations are scored making every effort to ensure that the score is reported within a reasonable time period and that the score accurately reflects the points received by the candidate.

NOTIFICATION OF RESULTS

Preliminary pass/fail status will be reported immediately following the completion of the examination. **The**

passing grade for the exam is 80%.

Candidates who pass an examination and achieve a certification will be notified officially via United States Postal Service of their passing status within 30 days. They will receive an official Shop! MaRC certificate.

Candidates who fail an examination will be provided with diagnostic information, consisting of their overall exam score and the percentage score earned in each of the exam's five content domains. This information identifies the knowledge areas in which the candidate's performance is deficient and is intended to help the candidate become better prepared before sitting for the examination again.

APPEAL OF EXAMINATION RESULTS

Candidates may request a verification of their score. Any scoring alteration found as a consequence of an appeal of examination results will be applied to all candidates whose pass-fail status was affected; not just the candidate requesting the appeal. All requests should be made in writing within 30 days of receiving examination results to Shop! by mail, 4651 Sheridan Street, #470, Hollywood, FL 33021, or emailed to credentialing@shopassociation.org.

RESCHEDULING & RETAKING PROCESS

RESCHEDULING AN EXAMINATION

Candidates who would like to postpone their exam to a later exam window must do so in writing and send their request to the attention of Shop! by mail at 4651 Sheridan Street, #470, Hollywood, FL 33021, or email, at credentialing@shopassociation.org. The request must be submitted by the last day of the originally-assigned exam window. A rescheduling fee will be assessed to the candidate.

RETAKING THE EXAMINATION

No candidate will be allowed to retake an examination until 90 days have passed. A candidate will be allowed to take the examination no more than three times within a one-year period. If unsuccessful on the third attempt, the candidate must wait one year before he/she will be allowed to re-apply to the program and take the examination. There is no refund for failed examinations. The re-exam fee will apply to each exam retake.

CANCELLATION POLICY

A cancellation fee of \$50 will be assessed to the candidate who cancels his or her exam by the last day of his or her assigned exam window. Cancellations must be made in writing and sent to the attention of Shop! by mail at 4651 Sheridan Street, #470, Hollywood, FL 33021, or email, at credentialing@shopassociation.org.

USE OF CERTIFICATION MARKS AND DESIGNATIONS INTRODUCTION

After receiving notification of earning a MaRC designation, the credential granted may be used only as long as the individual's MaRC certification remains valid and in good standing. Individuals may not use the

credential until they have received specific written notification that they have successfully completed all requirements, including passing the required examination. Certificants must comply with all recertification requirements to maintain use of the credential.

The use and/or display of the official MaRC acronyms or designation names, except as permitted by this policy, is prohibited. Individuals who fail to maintain MaRC certification/recertify or whose MaRC certification is suspended or revoked must immediately discontinue use of the certification mark(s) and are prohibited from stating or implying that they hold the MaRC certification.

ACCEPTABLE USE

Individuals who have earned the credential(s) may identify themselves as a “MaRC Certified Professional” and use the honorific, MaRC after their name. For example: Jann Rosenquist, MaRC. The name and official acronym may be used only as long as the individual’s certification is valid and in good standing. MaRC certification is a non-transferable, revocable, limited, non-exclusive license to use the certification designation and is subject to compliance with the policies and procedures of the Shop! Board. Certified individuals may not make misleading, deceptive, or confusing statements regarding their MaRC certification status.

CERTIFICATE

Each certificant will receive a certificate for each credential granted. Each certificate will include, at a minimum, the following information:

- Name of the credential
- Name of the certified individual
- Unique certification number
- Signature of the Shop! Board Chair and signature of the Shop’s Executive Director
- Expiration date

Individuals who renew their certification (recertify) will receive a replacement certificate with a new expiration date.

MAINTAINING YOUR CERTIFICATION

The retail environments field is evolving rapidly. Through its MaRC recertification criteria, Shop! Association promotes the continuing professional development of its MaRC holders through continuing education and other activities that expand their job knowledge and skills. As a result, MaRC certified professionals remain current with best practices, broaden their understanding of the industry, and continue to be recognized as competent practitioners. Shop! believes a three-year recertification cycle is appropriate.

RECERTIFICATION CRITERIA

The MaRC recertification process promotes the continuing education of MaRC certificants across the five domains of the MaRC credential: research, design, build, execute, and evaluate.

During the three-year certification cycle, a MaRC certificant must earn 30 approved Professional Development Units (PDUs) in order to keep the credential active. Five PDUs are required in four of the five MaRC domains; 10 PDUs are demanded in the remaining MaRC domain. A PDU is a unit of credit equivalent to 1 hour of participation in continuing education or other professional development activities.

The following activities may be applied towards the recertification continuing education requirement:

Continuing Education (Seminars/webinars, workshops, courses, events)

In general, 1 PDU may be claimed for each documented contact hour of instructional time, either in-person or via online/distance learning. The MaRC domain is dependent on the activity's content.

- Seminars/webinars, workshops, courses delivered by Shop! and other organizations:
1 PDU may be claimed for each documented contact hour of participation. The course certificate of completion must indicate the length of the course in hours. Example: a one-hour "Consumer Insights" webinar or e-Learning course is equivalent to 1 PDU in the MaRC Domain of Research.
- Credit-hour courses delivered by accredited colleges/universities:
5 PDUs may be claimed for each relevant credit hour of coursework. Example: A semester-long, two-credit course in Typography is equivalent to 10 PDUs in the MaRC Domain of Design.
- Conferences and events:
 - Shop!X Annual meeting: 10 PDUs total, whereby 2 PDUs will be applied to each MaRC domain
 - Shop!talk: 2 PDUs per event
 - Shop! West Coast POP show or a Women's League presentation: 1 PDU per event
 - For non-Shop! events, the event agenda must be submitted with proof of attendance.
 - PDUs may NOT be claimed for networking activities.

Other Professional Development activities

- Participate in Shop! Awards programs as a Judge: 2 PDUs per year applied towards the MaRC "Evaluate" domain.
- Participate as a Board member, council member, or task force member for Shop! or other professional organizations or academia: 3 PDUs per year, MaRC Domain dependent on focus
- Present a webinar/workshop/course either in-person or online: 1 PDU per event, MaRC Domain dependent on content
- Publish a paper in an academic journal (JSR, AMA, HBR, etc.): 2 PDUs per article, MaRC

- Domain dependent on content
- Certificants have the right to request approval of non-listed activities. Note: all activities must be job-related (i.e., retail, design, research, manufacturing, or technology focused).

PDU REVIEW

MaRC holders must apply for recertification prior to the end of their three-year MaRC certification period. The steps in applying for recertification shall include:

- Register for MaRC recertification on the Shop! website, and submit payment of the recertification fee. The recertification fee is non-refundable.
- Submit documentation of PDUs used to satisfy the MaRC recertification requirement. (The certificants must keep accurate records of professional development activities for recertification, including receipts, badges, and certificates.)

Shop! staff will review the submitted PDU documentation and inform the recertification candidate of any PDU deficiencies. The candidate will then have a two-month grace period to resolve any issues by submitting additional PDUs or further documentation to prove attendance at an event. If the candidate does not satisfy the criteria by the end of the grace period, then the certification will be terminated. In the event that a MaRC certification is terminated for failure to satisfy the recertification requirements, then the former MaRC holder can re-achieve certification only by applying as a new candidate and complying with the current certification criteria.

Shop! will attempt to send candidates a recertification reminder via email at least three months prior to the certification expiration date. A second reminder will be sent via the United States Postal Service if the MaRC holder has not completed the two recertification application steps (submitted the recertification fee and the PDU documentation) by the certification expiration date. It is the responsibility of MaRC holders to update their physical and email addresses with Shop! Lack of a reminder notice is not an acceptable excuse for failure to submit the recertification fee and PDU documentation. If you have submitted the recertification fee and PDU documentation, but you haven't received a response from Shop! after three weeks, you must contact Shop! to inquire about the status of your certification.

Candidates who meet the recertification criteria will be mailed a MaRC certificate printed with the new certification expiration date.

CODE OF CONDUCT

To uphold the value of the MaRC credential and maintain the reputation of the field of retail, MaRC holders are expected to act competently and ethically in their professional dealings with all retail stakeholders.

MaRC holders shall remain honest in their communications with customers, clients, contractors, vendors, and all other retail stakeholders, including shoppers and the general public.

MaRC holders shall uphold and obey any and all laws (e.g. local, state, territorial, regional, national, and international) that apply to their business practice. This includes, but is not limited to, intellectual property laws, competition laws, and anti-corruption/bribery laws.

MaRC holders shall refrain from falsely advertising or in any way misrepresenting products to the public.

MaRC holders shall maintain the confidentiality of trade secrets and other private information obtained from employers, clients, and contractors.

MaRC holders shall accept only assignments for which they are competent, based on their skills and experience.

MaRC holders shall acknowledge and accept responsibility for their errors or mistakes.

MaRC holders shall maintain up-to-date knowledge of the standards and practices that apply to their work.

COMPLAINTS OF DISCIPLINARY VIOLATION

Shop! Professional Development staff will be responsible for implementing disciplinary policies and procedures. Grounds for disciplinary action shall include, but are not limited to the following:

- Evidence of falsification of information provided on documents submitted to the Shop! or its agents.
- Cheating on certification examinations or audits.
- Evidence of non-compliance with the Code of Conduct.
- Evidence of improper use of the Shop! certification status, logos and/or acronyms.
- Violation of established Shop! certification policies, rules and requirements.
- Conviction of a felony or other crime of moral turpitude under federal or state law.
- Gross negligence, willful misconduct, or other unethical conduct in the performance of services for which the individual has achieved certification from Shop!.

Shop! will establish procedures to fairly and consistently address alleged violations. Disciplinary procedures are designed to ensure that valid and actionable complaints are investigated and considered, and that all parties involved in the complaint have an opportunity to document circumstances warranting the complaint and to respond to the complaint.

All complaints will first be reviewed by the Shop! staff who will then report the complaint to the Shop! Education Council chair. If the complaint can be verified and resolved without further documentation or investigation, staff will notify the Council chair and the complaint will be closed.

If the complaint requires additional information, the complainant will be required to submit the supporting documentation within 30 days of request for further actions to be considered. Upon receipt and review of the complaint and supporting documentation, the Shop! staff may inform, in writing, the accused and/or complainant of the official opening of an investigation. Shop! staff will acknowledge receipt of complaint and supporting documentation. The accused will have the opportunity to respond to the complaint made against him/her within 30 days of notification of the investigation.

Compliant review decisions require a (2/3) two-thirds vote by a panel of three Council members. The appellant may request a hearing on the appeal, but is responsible for paying all administrative expenses associated with such a hearing (including but not limited to travel expenses of the Shop! Education Council,

if the appellant wishes to have a hearing in person).

Following the investigation, the Education Council Chair will inform the complainee and the complainant in writing that a decision was reached.

Below are two possible decisions that the Shop! may make in regards to a complaint.

1) WITHDRAWAL/REVOCATION

When a complaint is received by Shop! which upon investigation by the policies and processes laid out appears to be due to negligence or intentional malpractice or violation of the code of conduct, Shop! may withdraw certification. In the event of withdrawal, the certified professional must refrain from further use of all references to certified status.

2) SUSPENSION

When a complaint is received by Shop! which upon investigation by the policies and processes laid out appears to be due to accidental causes, unintentional negligence or oversight, Shop! may suspend the certificant's certification for a specific period. Shop! may establish monitoring procedures during the suspension which the certificant must conform to. During the time of suspension the certificant must refrain from further promotion of his or her certification. If the certificant does not remedy the conditions of the suspension, the certificant's certification may be withdrawn.

APPEALS

If disciplinary action is imposed on a candidate or MaRC holder, the complainee may submit an appeal of the decision to the full Education Council. This appeal must be submitted within 60 days from receipt of the written notification that a disciplinary action is imposed and must clearly state the grounds for appeal.

The appeal shall state the nature of the objection, including the details, and the specific remedial action that the appellant is requesting. Upon the filing of a properly executed appeal, the original action will be suspended until final action is taken on the appeal.

All appeals must be made in writing and sent to the attention of Shop! by mail, 4651 Sheridan Street, #470, Hollywood, FL 33021, or email, credentialing@shopassociation.org

Shop! staff will make an initial determination of whether the appeal has been properly filed and includes all needed documentation and rationale. Appellants will be notified within 60 days of Shop!'s receipt whether the appeal has been filed properly for an appealable action.

APPEALS BODY

Shop!'s Education Council is the body that hears appeals. The full Shop! Education Council is the final body to hear an appeal and there are no further appeals once the full Shop! Education Council has acted. Its ruling is final. Appeal decisions require a (2/3) two-thirds vote by a panel of three Council members who did not serve on the initial complaint review panel. When the Appeal panel reaches a decision, the appellant will be notified in writing within 60 days of such decision being made. The appellant may request a hearing on the appeal, but is responsible for paying all administrative expenses associated with such a hearing (including but not limited to travel expenses of the Appeal panel, if the appellant wishes to have a hearing in person).

FEE

The fee for an appeal with the Shop! Education Council is \$50 (U.S.D.) payable by the individual filing the appeal. Fees are payable with the filing of the appeal. An appellant may request that Shop! reduce these fees and must provide a rationale for this request (e.g., demonstrable financial hardship). The decision to reduce any appeal fee will be made by the Shop! Education Council after review of the request and rationale.

CONTACT

Questions about MaRC certification should be directed to:

Madeline Baumgartner, MaRC
Shop! Director of Education & Research
mbaumgartner@shopassociation.org
(P) 312-863-2917