

MaRC 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)