



INTERNATIONAL
INSTITUTE OF
GEMOLOGY
POWERED BY SRDC SINCE 1965



Jewellery Merchandising Professional

Jewellery Merchandising Professional is both a skill and an art. It expounds the traditional visual merchandising concepts that apply to brick and mortar store fronts as well as research, trend forecasting, conceptualizing, branding concepts, sales, packaging, digital merchandising and much more. This course offers an extensive training to individuals with a vision and a mission.

WHAT YOU WILL LEARN?

Fundamentals and environment of merchandising

Understanding of 4 P's in relation to wholesale and retail

Learn the marketing mix blends, product management and product life cycle

Conceptualizing jewellery designs, learn how to modify designs/customisation

Detailed understanding of visual merchandising and store display

Merchandising and sales promotions strategies

Detailed knowledge of pricing strategies and product costing

Basics of branding, packaging and logo

Brand trademarks, patents and copyrights

Co-relation between market segmentation, market structure and market research process

Customer behaviour: in depth study of types of consumer

Identify your customer, maintaining existing clients and thrive in for new clients

Tips for jewellery merchandisers and quality control management

Turning trends into transactions

Briefing on different settings and finishes in jewellery

Quality control and swot analysis

Case study: Cartier & Tanishq

Projects and assessments

Program ID
IIG305 JMP

Duration in Hours
60 Clock Hours

Program Length
10 Weeks
(May vary based on holidays and other scheduled breaks)

What You Earn?
Jewellery Merchandising
Professional Certificate

Who Should Pursue?
Jewellery Designers
Jewellery Merchandiser
Jewellery Manufacturers
Auctioneers / Researcher
Jewellery Business Owner
Jewellery Production Manager
Jewellery Exhibition Manager
Retailers / Wholesalers

Batch Timings
Morning: 10 am to 1 pm
Afternoon: 2 pm to 5 pm

Mode of Learning
Offline - Online

Campus
Mumbai, Surat, Kolkata,
Bengaluru

ABOUT INTERNATIONAL INSTITUTE OF GEMOLOGY (IIG)

International Institute of Gemology (IIG) was established in the year 1965. We have educated more than 1,00,000 skilled professionals over the 5 decades of being in the industry. With over 25 specialized courses spread across Gems and Jewellery education array, we have the experienced professors conducting them.

Being an institute that believes in excellence, we offer programs of gems and jewellery education in not just Indian, but international languages too. Some of our programs are also recognized by the University of Mumbai. Every program holds global credibility.

It is our constant endeavor to develop individuals with a global vision who have a passion for gems and are visioned to turn that passion into expertise. In an industry built on a standard template, we believe in delivering tailored solutions for each of our students.



Since 1965

Imparting Excellence
in G&J Education

5,000+

Successful Designers
Graduated

100%

Market Oriented
Practical Curriculum

3D Design

Latest Licensed
Software



- ☐ Globally recognized programs, certified by University of Mumbai
- ☐ Hands on training by industry experts & experienced faculties
- ☐ Most successful placement assistance with industry renowned Jewellery Houses
- ☐ Business/startup advisory as well as professional advise on Jewellery Business Consultancy
- ☐ Flexibility in duration, learn at your pace, one on one focus
- ☐ In-depth knowledge about creative designing and jewellery manufacturing methods
- ☐ Understanding jewellery design concepts, rendering, coloring, budgeting etc.
- ☐ Industry/Market visits such as field trips, museums, exhibitions, factories and manufacturing units
- ☐ Excellent opportunities for networking to boost your reputation as a skilled jewellery designer
- ☐ JMP study materials
- ☐ Free lifetime guidance and mentoring
- ☐ IIG alumni club membership



If you're considering studies at the International Institute of Gemology, we'd love to hear from you online or meet you on campus.

OFFICE HOURS

Monday - Friday: 09:00 - 17:30
Saturday: 09:00 - 14:00

f X @ in v /iigofficial

BRANCH

701, 7th Floor,
Crescent Plaza,
Telli Galli, Andheri (E),
Mumbai - 400 069.

☎ +91 74 000 87183

✉ inquiry@iigindia.com

HEAD OFFICE

1508, Panchratna Bldg,
M. Parmanand Marg,
Near Opera House,
Mumbai - 400 004.

☎ +91 93 222 62357

✉ info@iigindia.com

Mumbai | Surat | Kolkata | Bengaluru | Hong Kong