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*Pilar Roldán Pazos*

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Los contenidos formativos de este curso proporcionan al alumno los conocimientos necesarios para crear o actualizar la imagen de un negocio en cualquier sector y emplazamiento, así como diseñar su fachada, escaparates y su interior. El curso está dirigido a personas del medio rural o urbano interesadas en aprender cómo crear o actualizar la imagen de un negocio en cualquier sector y emplazamiento, así como diseñar su fachada, escaparates y su interior. Además, conocer el lenguaje y medios para comunicarse con el público objetivo repercutirá, junto a lo anterior, de modo positivo en la marcha del negocio. Los contenidos del curso se estructuran en 6 unidades: crear la marca; el espacio comercial; la fachada; el interior; los materiales; Cómo darse a conocer y acciones promocionales.

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