Mendocino College

COURSE LEVEL STUDENT LEARNING OUTCOMES

Term Effective:	Fall (Semester)	2008 (Year)
Title:	Retail Management *(limit to 50 characters including spaces)*	Course Number: BUS106
Initiator:	Steve Hixenbaugh	Date Submitted: 3/17/2008

Units Min:	3.00	*If this is a variable unit course, then the relationship between units and any difference in expected SLO's should be explained.*
Units Max:	3.00	

Lecture Hours:	3.00 to 3.00	Lab Hours:	0.00 to 0.00	Activity Hours:	0.00 to 0.00

Student Learning Outcomes: *(Enter the SLO's in an outline format. Use the Ctrl + Tab keys to indent for subtopics.)*

Upon completion of this course, the student should be able to:

A. Describe an overview of retailing today including kinds of stores and merchandise, and careers in retailing.
B. Discuss the future of retailing including demographic changes, environmental uncertainties, and new competition.
C. Apply principles of consumer behavior as they relate to retailing, such as: where consumers buy, what they buy, segmentation of consumer market.
D. Analyze how how consumers process information and make buying decisions through influence factors such as attitudes, personality, culture, motivation, perception, and reference groups on consumer decision making.
E. Solve common retail business problems using the principles of market research and other tools used to analyze market opportunities and consumer responses.
F. Explain the factors relating to successful advertising, promotions, and publicity.
G. Explain the factors relating to successful visual merchandising such as store layouts and presentation.
H. Demonstrate awareness of legal and ethical issues in retail strategies, branding, promotions and visual communications.
I. Synthesize all all lessons learned across both traditional and Internet business models.

SIGNATURES / APPROVALS:

Instructor(s) _____ Signature _____ Date

Instructor(s) _____ Signature _____ Date