South Central College

MGT 2810 Retail Management

Course Outcome Summary

Course Information

Total Credits 3
Total Hours 48

Types of Instruction

Instruction Type Credits/Hours
Lecture 3/48

Pre/Corequisites

None

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. Explain strategic planning
2. Define the types of nonstore retailing
3. Compare breadth and depth of merchandise
4. Compare intertype and intratype competition
5. Define retail mix
6. Define scrambled merchandise
7. Identify types of retailers
8. Identify steps in retail location
9. Identify mistakes in strategic planning
10. Identify demand factors
11. Identify a mission statement
12. Explain the need for planning
13. Compare consumer buying behaviors

SCC Accessibility Statement
South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

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