



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.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.