

MKT COURSE STUDENT LEARNING OUTCOMES

MKT 127 - Introduction to Retailing

Students will be able to create merchandising budgets and apply inventory control and pricing methods to retail scenarios.

Students will be able to describe common retail management structures and explain how they support organizational effectiveness.

Students will be able to analyze consumer behavior and market segments to recommend retail strategies that improve customer experience.

MKT 210 - Marketing Principles

Students will be able to apply marketing systems including sensing, serving and satisfying consumer wants/needs, using marketing vocabulary.

Students will be able to design advertising campaigns including: market analysis, evaluation, pricing, distribution means, and use of new technologies.

Students will be able to implement global marketing strategies including horizontal and vertical distribution systems; market segmentation/positioning; target marketing in a diverse global market; and describe supply chain management and conduct global marketing.