

COURSE OUTCOME MATRIX COURSE SYLLABUS PART 2 of 3

Course Number and Title	MK 272 RETAILING
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Credit Hours	3
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Course Description	This course analyzes the principles of retailing from the marketing perspective. The topics discussed will include the different types of retail businesses (including the Internet), decision making (including store planning and location), personnel management, purchasing, merchandising, promotion, customer service, and more.
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Prerequisite(s) and/or Corequisite(s)	
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Required Textbooks/References/Course Materials:

Retailing Management	9th	Levy,Weitz	McGraw-Hill	007802899X
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General Education Outcomes	
1	Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology).
2	Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking).
3	Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency).
4	Communicate in appropriate ways with those who are culturally diverse (intercultural competence).

Program Outcomes	
1	Students will apply critical-thinking, problem-solving, and decision-making skills required to function effectively in a business environment.
2	Students will demonstrate the ability to communicate effectively in diverse business situations.
3	Students will demonstrate an understanding of globalization and the impact of cultural, economic, regulatory, and social environments on businesses and organizations.
4	Students will apply core business concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues.
5	Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace.
6	Students will evaluate, analyze, and interpret information using quantitative methods to make sound business decisions.

	Course Outcomes (CO)	Bloom's Domain for CO (C, A, P), Category, and Level	Program Outcome(s)	Written Language	Verbal Language	Information Technology	Critical Thinking	Quantitative Literacy and Fluency	Intercultural Competence
1	Describe the principles, practices, and concepts used in retail marketing.	C - UNDERSTAND (2)	1,2,4	2	0	0	1	0	0
2	Examine consumer behavior, the buying process, and the practice of market segmentation in retailing.	C - UNDERSTAND (2)	1,4	0	0	0	1	0	0
3	Examine the key elements of planning, organizing, and executing a retail marketing mix.	C - UNDERSTAND (2)	1,4	0	0	0	1	0	0
4	Evaluate retail operations management, including decisions related to retail location, human resources, product composition, inventory, and supply chain management.	C – EVALUATING (5)	1,3,4	0	0	0	2	0	1
5	Analyze cost-control methods and pricing techniques retailers use to maintain profitability.	C – ANALYZING (4)	1,4,6	0	0	0	2	2	0

Bloom's Domain Legend

C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend

2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
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