

Retail Management

MKTG 2350

Instructor Information

Name:
Phone:
Email:
Office Location:
Office Hours:
Best Time to Contact:

Course Description

Course description text, partially obscured by a large watermark.

Semester: Spring

Course description text, partially obscured by a large watermark.

Course description text, partially obscured by a large watermark.

Course Student Learning Outcomes

- Create and deliver to peers an effective advertising campaign that includes visual and oral communications.
- Extract relevant marketing research, process the data appropriately draw reasonable conclusions and present in campaign prospectus and orally.
- Communicate effectively and think critically while working in teams.

College Wide Student Learning Outcomes

- Acquire substantive knowledge in the discipline of their choice sufficient for further study, and/or demonstrate competencies required by employers to be hired and succeed in the workplace.
- Communicate effectively.
- Think Critically
- Develop the knowledge and skills to work with others in a professional and constructive manner.

Course Prerequisites

None

Communication Plan

Example language:

- I will respond to email within 48 hours Monday - Friday. I will offer feedback on major assignments within 14 days. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Course Outcomes

After successfully completing MKTG 2350, you will be able to:

- Develop and formulate retail management strategy for opening a business expansion.
- Integrate marketing and retail management theory into business strategy design.
- Create solutions to current retail industry problems.
- Explain and present retail management and marketing strategy.

Grading

Percent	Percent	Percent
93.0 - 100 = A	80 - 83 = B-	67 - 69 = D+
90 - 92 = A-	77 - 79 = C+	64 - 66 = D
87 - 89 = B+	74 - 76 = C	60 - 63 = D-
84.0 - 86 = B	70 - 73 = C -	Below 60% = E

îîXîä Xäö

This course contains five major assessments. The assessments are worth 30% of your total grade. The assessments are as follows:

- , Äöçì©JäT\$?> = §Ä¶5 § f ê XN ç ÄX\$Jä¶Jî í §Ä¶ç¶XîÄz ö X| Äöçì©çZ îXîÄJäT\$çîêçìJöX?çNÄ >XîêçäîÄÄö→
- 5 Xäöçì.äöXî¶Äß îîÄää Xäö¶Hç§ß Ä MKîXî §ÄXT öç N ççîXJ ä XäöçìPts ÄöXî¶Äß ö Xä PtiäTß îÄX§ê ö XîXî§ ö çZççì ÄöXî¶Äß →
- +ççz X äJ Ç N ÄJÄÄz îîÄää Xäö¶Hç§ß Ä MKîXî §ÄXT öç Nç ä ê XöXö X MzÄäÄz JäTJT¶JäNX+ççz X äJ Ç N ÄJÄÄzPtiä Xö Äz çç§ N ä ö Xä ÄN§TXçä ççì îXîsä X→
- ; JÇç PtiäTzXöPtiä¶XäöçìPtiäT?N XT§ Äz îîÄää Xäö¶A Ä JîîÄää Xäöß Ä | Xê ççç çç§äTXîöJäT ö X çzÄf NîXîêçäîÄÄXî JäTT§f Xî çZMÄz J ä JäJzXî Ä J îXöJÄîXî äz→

.äîf ö§f çãJ ; ç ÄÄXî

Several important policies (harassment, discrimination, and disability) are found in the [Institutional Syllabus](#). You can also access this anytime through the document icon in the global navigation menu of Canvas (furthest left navigation menu). These policies apply to every course you will take at SLCC.