

Spokane Falls Community College
COURSE LEARNING OUTCOMES

Prefix and Course Number:	MMGT 150
Course Title:	Principles of Retail Merchandising
Version Date:	02/10/2020

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Explain the core concepts of retailing.
2. Describe the categories of retailers.
3. Identify the types of retail pricing and retail market strategies.
4. Articulate approaches to site selection, store planning, and visual merchandising.