

Assessment MK206 Retailing

SLO

1. Describe fundamental retailing concepts.
2. Develop a retail venture, incorporating retail planning, market selection and analysis, retail operation management, promotions, and visual merchandising strategies.
3. Respond to concepts and strategies to explore retailing career opportunities.

Tool/Method: Develop a retail venture, incorporating retail planning, market selection analysis, retail operation management, promotions, and visual merchandising strategies.

Criteria: 80% of the students will score 80% or better on the rating sheet below.

Student #: 5

Date: 5/7

SLO	Criteria	Yes	No
1	Described fundamental retailing concepts.	✓	
1	Described retail pricing strategies.	✓	
2	Identified a retail venture.	✓	
2	Incorporated retail planning.	✓	
2	Included market selection and analysis.	✓	
2	Described retail operation management.	✓	
2	Included promotion activities.	✓	
2	Described visual merchandising strategies.	✓	
3	Demonstrated exploration of retailing as a career opportunity.	✓	
3	Overall project was well-planned.	✓	

10 out of 10 TOTAL SCORE: 100 %

Comments/ notes: _____
