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.

SLO Criteria 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. Comments/ notes: Comments/ notes:	Date: 5	ia: 80% of the students will score 80% or better on the student #:	
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Included market selection and analysis. Described retail operation management. Included promotion activities. Described visual merchandising strategies. Demonstrated exploration of retailing as a career opportunity. Overall project was well-planned. out of 10 TOTAL SCORE: //		Identified a retail venture.	
Described retail operation management. Included promotion activities. Described visual merchandising strategies. Demonstrated exploration of retailing as a career opportunity. Overall project was well-planned. out of 10 TOTAL SCORE:		Incorporated retail planning.	
2 Included promotion activities. 2 Described visual merchandising strategies. 3 Demonstrated exploration of retailing as a career opportunity. 3 Overall project was well-planned. out of 10 TOTAL SCORE:	l V	Included market selection and analysis.	
2 Described visual merchandising strategies. 3 Demonstrated exploration of retailing as a career opportunity. 3 Overall project was well-planned.		Described retail operation management.	1
3 Demonstrated exploration of retailing as a career opportunity. 3 Overall project was well-planned. out of 10 TOTAL SCORE:		Included promotion activities.	
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out of 10 TOTAL SCORE:	portunity. $\sqrt{}_{I}$	Demonstrated exploration of retailing as a career of	
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