

## 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 #:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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.		

\_\_\_\_\_ out of 10    **TOTAL SCORE:** \_\_\_\_\_ %

Comments/ notes: \_\_\_\_\_  
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