

Dakota County Technical College

SMGT 2410: Merchandising Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course provides an introduction to retail formats and their employment opportunities. Emphasis will be placed on developing a merchandise assortment and branding strategies. Students will study the fundamentals of market demographics, retail sites and store layout.

B. COURSE EFFECTIVE DATES: 01/07/2002 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted