

# Dakota County Technical College

## SMGT 2400: Retail Management

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This rapidly growing field of retailing offers a multitude of exciting job opportunities with excellent earning and growth potential. This course is designed to provide individuals entering the retailing profession with basic entry-level knowledge and skills. Course content addresses: (1) retailing strategy, by providing information about an important institution in our society, "the world of retailing". (2) Retail Store Management and Operations including inventory, merchandising, and financial management. (3) Retail Merchandising Management by developing strategies in retail design, visual merchandising, selling skills and customer service. Prerequisites: None

**B. COURSE EFFECTIVE DATES:** 01/10/2005 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. create a personal development plan
2. define customer service and execute strategies
3. examine the world of retailing
4. explore retail design strategies
5. learn concepts in merchandising management
6. study techniques to lead, train, and develop retail employees

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted