

PRINCIPLES OF RETAILING
College Credit and Careers Network
Dual Credit Articulation Agreement

Upon completion of high school courses equivalent to the following competencies:

- Explain how the economy, demographic changes, and legislation affect the retail merchandise mix.
 - Name and describe factors affecting the consumer's purchase decision.
 - Explain the structure and functions of various types of retail firms including stores, direct retail marketing, e-retailing, and international retailing.
 - Describe appropriate retail locations based on trading area research.
 - Create a store layout and design.
 - Describe market segmentation and define a target market.
 - Explain the planning phase and selection process of the merchandise mix
 - Calculate merchandise prices for profitable store or web-based operations
 - Analyze income statements to identify problem areas.
 - Create and explain strategies for successful retail promotion.
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A student earning a "B" or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Bellevue College	MKTG 135	5