A. **Course Description**
   - **Credits**: 3.00
   - **Lecture Hours/Week**: 3.00
   - **Lab Hours/Week**: 0.00
   - **OJT Hours/Week**: 0
   - **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**: 1/7/02 – Present

C. **Outline of Major Content Areas**
   As noted on course syllabus

D. **Learning Outcomes**
   As noted on course syllabus

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

F. **Learner Outcomes Assessment**
   As noted on course syllabus

G. **Special Information**
   None noted