



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

MARKETING- RETAIL MANAGEMENT

MISSION STATEMENT

In support of the College, University, and Department, the Mission of the Retail Management emphasis is to provide quality professional undergraduate education for those considering a career in retail management. The department will meet its mission through the guidance of faculty and staff committed to excellence in teaching, scholarship and service. Students will have opportunities to learn about sales in a diverse environment providing rich experiences both in and outside the classroom.

STUDENT LEARNING OUTCOMES

Students completing the requirements of the Retail Management Emphasis will have:

- A basic understanding of what a retail management career is like and the different types of positions within the field.
- Received a grade of C or higher in Retail Management, Introduction to Digital Marketing, and Direct and Multi-Channel Marketing.
- An understanding of the Retail Management and Marketing process through competing in a minimum of one competition.
- Received training from professional retail managers.