

RBM 168: CONSUMER BEHAVIOR

Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of high school course(s) equivalent to the following competencies:

College Course Outcomes	High School Course Requirements	High School Requirements (Cont'd)
<ul style="list-style-type: none">• Determine consumers' role in business and society.• Identify consumer perception as it relates to value.• Comprehension of general hierarchy of motivation.• Demonstrate word of mouth marketing concepts.• Identify market trends for seasonal consumption.• Create market analysis based on current retail trends	Retail Industry Overview <ul style="list-style-type: none">• Understand distribution channels & retail ownership• Grasp concept of consumer role in society and business• Comprehend economic impact of retail• Understand the Retail Ecosystem• Identify key technology, tools, and financials of retail business Retail Management <ul style="list-style-type: none">• Gain real-world business experience via student store or local business• Product selection and marketing experience• Engage with community and consumers• Understand workplace safety and loss prevention policies and practices• Present business & market analysis for local business• Understand pricing strategies, market trends, and seasonal consumption	Marketing & Merchandising <ul style="list-style-type: none">• Identify marketing plan components• Understand brand marketing• Identify market trends and inventory management• Demonstrate knowledge of visual merchandising including word of mouth marketing concepts• Analyze financial statements and calculate gross profits and profit margin• Create a pricing strategy for a local business

A student earning a “C” grade or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Clover Park Technical College	RBM 168 (CIP Code 521401)	5

Drafted: 12/2024
New: 07/2025