Course Exit Survey - Retail Marketing MKT2041
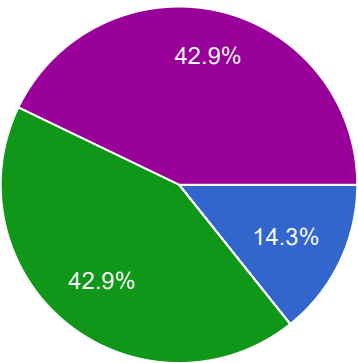
7 responses

Publish analytics

I am able to acquire and apply relevant knowledge and skills to manage retail management issues.
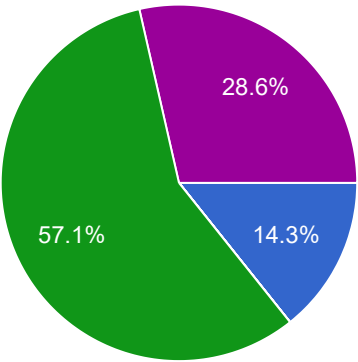
7 responses

- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Organizational culture is a system of shared assumptions, values, and beliefs, which governs how people behave in organizations. These shared values have a strong influenc…

42.9%

14.3%

42.9%

I am able to formulate creative yet feasible solutions for customer care, store care, merchandise care and retail strategies.
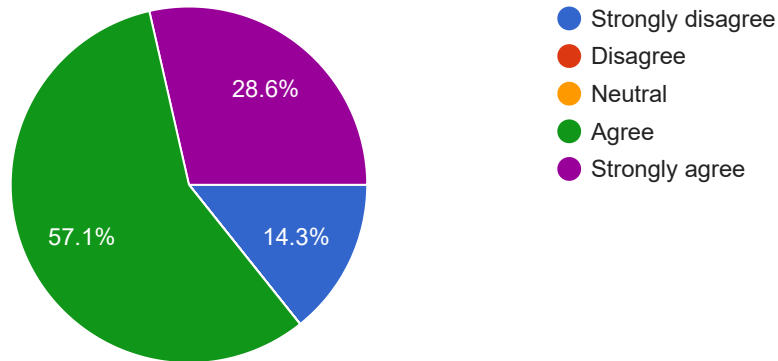
7 responses

- ● Strongly disagree
- ● Disagree
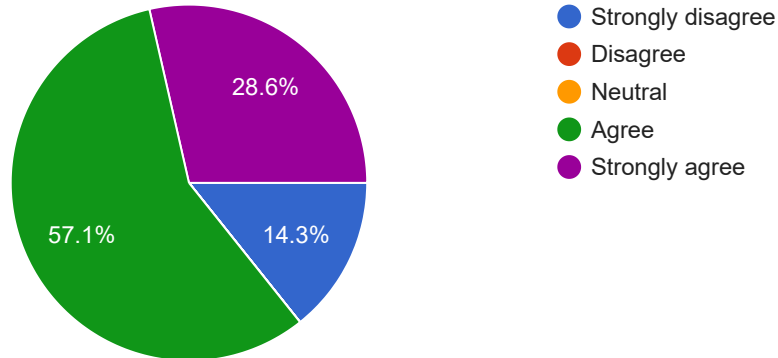- ● Neutral
- ● Agree
- ● Strongly agree

28.6%

57.1%

14.3%

I am able to discuss and analyze the latest strategies required for the development of retail marketing.

7 responses

- Strongly disagree
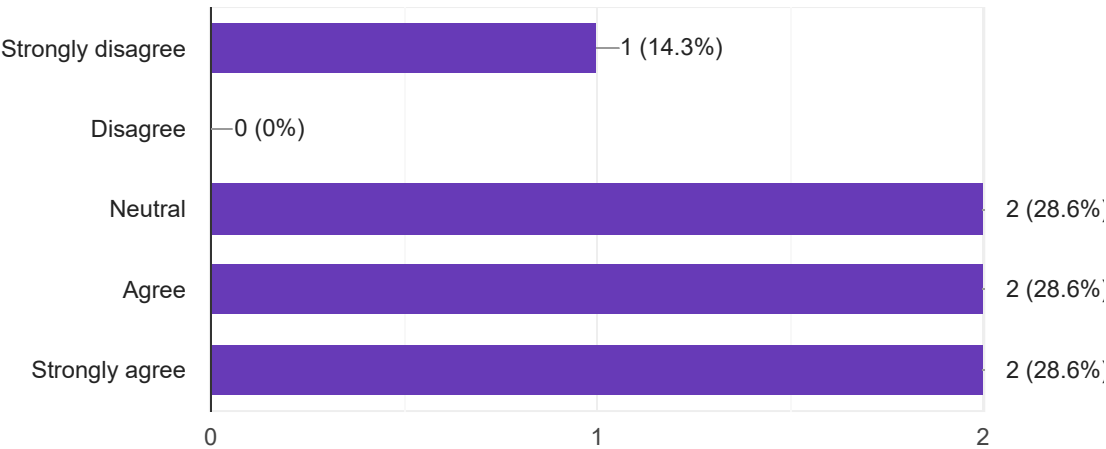- Disagree
- Neutral
- Agree
- Strongly agree

28.6%
14.3%
57.1%

I am able to Identify and evaluate challenges and opportunities concerning the applications of the latest retail strategies

7 responses

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

28.6%
14.3%
57.1%

I am able to explain the factors relating to visual merchandising, such as store layouts and presentation.

7 responses

Strongly disagree — 1 (14.3%)
Disagree — 0 (0%)
Neutral — 2 (28.6%)
Agree — 2 (28.6%)
Strongly agree — 2 (28.6%)

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