

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: Retailing
School: _____ Test Number: 407
Students in course: _____ Date: _____
Students tested: _____
Students who passed performance objectives at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

Complete **four (4)** of the **nine (9)** performance objectives:

1. Choose a product and then show the channels of distribution that might be used for this product.
2. Use target marketing techniques to define the target market for a specialty retail store.
3. Analyze the merchandise plan for a retail store and recommend change or improvements for the store.
4. Design retail store layout or blueprint identifying different types of displays.
5. Retail sales promotion for a product or service.
6. Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills this person has which make him/her successful.
7. Prepare a resume, which includes: personal information, position you are seeking, work experience, education, involvement in extra activities, and references.
8. Research available retail career in the local area and identify skills, education and job outlook required.
9. Explore the various uses of technology in retailing.

Each performance is documented and kept on file by the teacher for two years.
(Check the documentation method used)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____