

Retailing

Levels:	Grades 10-12
Units of Credit:	0.50
CIP Code:	08.0705
Core Code:	37010000240
Prerequisite:	None
Skill Test:	

COURSE DESCRIPTION

Retailing is a program that will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory behind buying, storing, pricing, advertising, display, selling, financing, and other activities necessary for successful business operations. Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA-related activities and curricula may be used as an approved part of all marketing classes.

CORE STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will have an understanding of the retailing business and the fundamentals of both store and non-store retailing.

Objective 1: Understand retail marketing and its benefits.

- a. Define the term retailing.
- b. Explain the difference between goods and services.
- c. Identify different channels of distribution.
- d. Explain the benefits of retailing.
- e. Identify some of the tasks of retailers.

Objective 2: Understand types of retail businesses and retail ownership.

- a. Explain the NAICS categories of the retail industry.
- b. Name the types of business organization.
- c. Identify the types of retail business ownership.
- d. Describe how competition affects retail evolution.

Objective 3: Understand the types of store-based and service retailers.

- a. Identify the types of store-based retailers.
- b. Explain the importance of service retailers.
- c. Identify the types of service retailers.

Objective 4: Understand e-tailing and non-store retailing.

- a. Explain multichannel retailing and e-tailing.
- b. Identify elements to include on a retail web site.
- c. Identify the types of non-store retailers.

STANDARD 2

Students will have an understanding of the components and decisions involved in the operation of a retail store.

Objective 1: Understand the retail market strategy.

- a. Explain target markets.
- b. Discuss market segmentation.
- c. Explain competitive advantage.

- d. Describe the types of retail business expenses.
- e. Explain the importance of business credit.
- f. Explain types of retail business risks.

Objective 2: Understand merchandise planning in retailing.

- a. Explain merchandise plans.
- b. Describe the components of a merchandise plan.
- c. Describe merchandise life cycles.
- d. Explain the receiving process.
- e. Explain the concept of inventory control.
- f. Describe inventory systems.
- g. Explain stock turnover.

Objective 3: Understand the buying and pricing of merchandise.

- a. Explain the role of the buyer.
- b. Determine what to buy.
- c. Determine quantities to buy.
- d. Discuss the importance of when to buy.
- e. Explain factors affecting pricing decisions.
- f. Define markup and markdown.

Objective 4: Understand how retailers select locations and sites for their stores.

- a. Identify the types of retail locations.
- b. Explain the difference between a strip center and a mall.
- c. Define trade areas.
- d. Explain retail site-selection criteria.
- e. Explain the importance of traffic for a retail business.

STANDARD 3

Students will have an understanding of the mechanics of operating a retail store.

Objective 1: Understand how retailers create store image and promote sales through design and visual merchandising.

- a. Explain the importance of store image.
- b. Discuss the importance of store design.
- c. Explain the importance of store layout.
- d. Define visual merchandising.
- e. Explain the use of visual merchandising in retailing.
- f. Describe the styles of displays.

Objective 2: Understand the different methods of promotion and advertising used in retailing strategies.

- a. Identify the types of promotion.
- b. Define promotional mix.
- c. Identify types of sales promotions.
- d. Explain the concept of publicity.
- e. Identify the categories of advertising.
- f. Explain the types of advertising.
- g. Identify the types of advertising media.

Objective 3: Understand the importance of selling in the retail process.

- a. Identify characteristics of an effective retail sales associate.
- b. Describe tasks a retail sales associate must complete.
- c. Identify and discuss product information.
- d. Define customer buying motives and needs.
- e. Explain the steps of a sale.
- f. Explain how to overcome customer objections and identify suggestion-selling techniques.

Objective 4: Understand the importance of good customer service.

- a. Define customer service.
- b. Describe customer service expectations.
- c. Explain word-of-mouth communication.
- d. Identify the employee's role in customer service.
- e. Explain the importance of employee empowerment and recognition.

Objective 5: Understand the role of the store manager.

- a. Identify important characteristics of store managers.
- b. Describe the store manager's role in merchandise management.
- c. Explain expense control.
- d. Explain the importance of managing store employees.
- e. Explain the importance of working with supervisors.
- f. Explain the importance of positive customer relations.

STANDARD 4

Students will have an understanding of careers in retailing and how to prepare for a job.

Objective 1: Understand the different retail careers as well as personal traits and skills needed for a retail career.

- a. Describe career opportunities in retailing.
- b. Identify personal traits desirable for retailing.
- c. Identify career information to research.
- d. Explain career paths.
- e. Name sources of information about retail careers.
- f. Describe the ways to apply retail career information.

Objective 2: Understand steps to be taken in starting a retail career.

- a. Explain how to make a career plan.
- b. Describe ways to prepare for a retail career.
- c. Apply job search strategies.
- d. Identify information needed to prepare a resume.
- e. Explain how to prepare a resume.
- f. Identify references for a resume.

Objective 3: Understand how to be successful in obtaining and keeping a retail job.

- a. Explain how to complete a job application form.
- b. Describe how to interview for a job.
- c. Write a follow-up letter after a job interview.
- d. Explain the importance of punctuality on the job.
- e. Explain the importance of accepting responsibility.
- f. Describe how to foster positive working relationships.