

Retailing—School Store

Levels: Grade 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 understand basic marketing and retail merchandising concepts.

Objective 1: Know and understand the definitions of basic marketing terminology.

- a. Define marketing, products, goods, and services.
- b. Define retailing and merchandising.

Objective 2: Know and understand the seven functions of marketing.

- a. Define each function of marketing.
- b. Identify activities involved with each function.

Objective 3: Determine forms of economic utility created by marketing activities.

- a. Explain the benefits of marketing.
- b. Identify the five economic utilities.

Objective 4: Know and understand the marketing concept.

- a. Define the marketing concept.

STANDARD 2

Students will understand the marketing mix and strategies used in marketing research.

Objective 1: Know and understand market segmentation and target marketing elements.

- a. Describe how to reach your target market.
- b. Explain how to analyze your competition.

Objective 2: Know and understand the role of the marketing mix and research in a retail store.

- a. Describe how the marketing mix is used in making buying decisions.
- b. Identify sources of information to help determine what to buy.

STANDARD 3

Students will understand how to develop a business plan and prepare for personnel needs in a retail store.

Objective 1: Know and understand the parts of a retail business plan.

- a. Identify the elements of a business plan.

- b. Explain the organizational and marketing plan.
- c. Identify the purpose of a financial plan.

Objective 2: Know and understand personnel needs for a retail store.

- a. Explain the factors for determining personnel needs.
- b. Know the procedures for creating a hiring plan.
- c. Identify criteria for hiring employees.

STANDARD 4

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

Objective 1: Understand how to prepare for opening day.

- a. Explain the importance of preparing for opening day.
- b. Identify the steps needed to prepare for opening day.

Objective 2: Understand how to make a retail store operational.

- a. Identify types of merchandise and strategies for managing the merchandise mix.
- b. Describe buying activities and explain strategies for pricing.
- c. Identify the stock handling process and the procedures for handling returns to vendors.
- d. Explain the methods used for calculating inventory.
- e. Explain causes of shrink and ways to prevent it.

Objective 3: Understand the basics of handling cash, maintaining the store, and establishing policies and procedures.

- a. Describe procedures for handling cash and how to process checks and credit and debit transactions.
- b. Explain procedures for maintaining the cash drawer.
- c. Know proper store maintenance techniques.
- d. Explain the purpose of operating policies and procedures.
- e. Describe the information to be included in a store policy manual.

Objective 4: Understand the measures used in securing a retail store.

- a. Explain security policies and safety precautions for a school-based enterprise.
- b. Explain the role of equipment in store security and explain the role of employee supervision in store security.
- c. Describe internal and external theft and how it is committed.

Objective 5: Understand the selling process and the importance of customer service.

- a. Explain the function of selling and describe the steps in the selling process.
- b. Know the types of services offered by stores.
- c. Describe the benefits of providing customer services.
- d. Identify the importance of selling policies and identify selling policies used by retailers.

STANDARD 5

Students will understand basic accounting practices and procedures used in retailing.

Objective 1: Understand how to account for profits using basic accounting methods.

- a. Describe basic financial records used by businesses.
- b. Explain the uses of income statements and balance sheets.
- c. Explain how to manage the cash flow of a business.
- d. Identify computerized accounting systems and their purpose in a retail store.

STANDARD 6

Students will understand the importance of promotion in a retail business.

Objective 1: Understand the elements involved in promoting a business, including sales promotion, visual merchandising, advertising, and publicity.

- a. Identify different types of sales promotions.
- b. Explain the elements of a promotional strategy.
- c. Describe the components of visual merchandising.
- d. Identify the stages involved in executing a display.
- e. Identify types of advertising and the steps involved in developing an advertising plan.
- f. Describe the different types of special events and promotions.

STANDARD 7

Students will identify the role of managers and employees in a retail store and the skills needed to be successful.

Objective 1: Understand the role of the manager and skills needed to operate effectively within a management team.

- a. Describe the manager's role within the school-based enterprise.
- b. Identify skills needed for management positions.
- c. Describe training and educational opportunities for managers.
- d. Explain different types of organizational structures.
- e. Identify various management positions within an organization.

Objective 2: Understand how to achieve employee success.

- a. Describe how to keep proper documentation, practice job rotation, and involve employees in the decision-making process.
- b. Explain various approaches to employee training.
- c. Describe the purpose of performance evaluations.