

STRANDS AND STANDARDS

RETAILING



Course Description

This course will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory and application of merchandise/service assortment, pricing, promotion mix, location, store layout, and customer service activities necessary for successful retail operations. Students taking marketing related courses should have the opportunity to participate in a related CTSO organization.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	37.01.00.00.240
Concurrent Enrollment Core Code	37.01.00.13.240
Prerequisite	None
Skill Certification Test Number	407
Test Weight	0.5
License Type	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

STRAND 1

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

Standard 1

Understand retail marketing and its benefits.

- Define the term retailing.
- Define marketing mix.
- Explain the difference between goods and services.
- Identify different members and channels of distribution.
- Explain the benefits of retailing.
- Identify some of the tasks of retailers.
- Discuss the types of jobs associated with retailing.

Standard 2

Describe the different types of retailers.

- Explain the differences between food retailers, general merchandise retailers, and online retailers.
- Explain how service retailers perform differently from merchandise retailers.
- Describe the types of retail ownership (sole proprietorship, partnership, corporation, and franchise).
- Identify the types of online retailers (i.e. Amazon, EBay, Etsy, blogs, business website, etc.)
- Describe the key success factors in multichannel retailing.
- Explain how technology might affect future shopping experiences.
- Determine how and why retailers group customers into market segments.

Performance Objective

Choose a product and then show the channels of distribution that might be used for this product.

STRAND 2

Students will have an understanding of the components and decisions involved in retail market strategy.

Standard 1

Understand the retail market strategy.

- Explain target markets.
- Discuss market segmentation.
- Explain how retailers build and sustain a competitive advantage.

Standard 2

Examine the financial strategies used in retailing.

- Determine how retail strategy is reflected in retailers' financial objectives.
- Explain why retailers need to evaluate their performance.
- Discuss basic financial statements (balance sheet, income statement, etc.).

Standard 3

Understand how retailers select locations and sites for their stores.

- Identify the types of retail locations.
- Define trade customer locales (primary, secondary, and tertiary).
- Explain retail site-selection criteria (zoning, visibility, storefront, traffic, etc.).
- Explain the importance of customer traffic for a retail business.

Performance Objective

Use target marketing techniques to define the target market for a specialty retail store.

STRAND 3

Students will understand the importance of merchandise management.

Standard 1

Understand merchandise planning in retailing.

- Explain merchandise plans.
- Describe the components of a merchandise plan.
- Describe merchandise life cycles.
- Explain the receiving process.
- Explain the concept of inventory control.
- Explain stock turnover.

Standard 2

Understand the buying of merchandise.

- Explain the role of the retail buyer.
- Explain how the buying process is organized.
- Determine types of merchandise planning systems (staple, fashion, and seasonality).
- Discuss the importance of forecasting and lead times.

Standard 3

Understand the pricing of merchandise.

- Explain factors affecting pricing decisions.
- Discuss the difference between pricing strategies (i.e. cost plus, psychological pricing, etc.).
- Define markup and markdown.
- Calculate break-even point of products.

Standard 4

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

- Explain the importance of store design and layout.
- Define visual merchandising.
- Explain the use of visual merchandising in retailing.
- Describe the styles of displays.

Standard 5

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

- Identify the promotional mix.
- Discuss different types of product sales promotions.
- Explain the concept of publicity.
- Explain the pros and cons of each advertising media.

Standard 6

Understand the importance of selling in the retail process.

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

Standard 7

Understand the importance of good customer service.

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

Performance Objective

- Analyze the merchandise plan for a retail store and recommend change or improvements for the store.

- Design retail store layout or blueprint identifying different types of displays.
- Retail sales promotion for a product or service.

STRAND 4

Students will understand the importance of retail operations management.

Standard 1

Understand the measures used in securing a retail store.

- Explain security policies and safety precautions for a retail store.
- Describe internal and external theft.
- Discuss methods of loss prevention.

Standard 2

Understand the role of the manager and skills needed to operate effectively.

- Describe the manager’s role within a retail store.
- Identify skills needed for management positions.
- Explain how store managers recruit, select, motivate, train, and evaluate their employees.
- Explain different types of organizational structures.

Standard 3

Understand how to achieve employee success.

- Describe how to keep proper documentation, practice job rotation, and involve employees in the decision-making process.
- Explain various approaches to employee training.
- Describe the purpose of performance evaluations.
- Discuss the importance of punctuality, loyalty, work ethic, teamwork, responsibility, and initiative in work setting.

Performance Objective

- Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills this person has which make him/her successful.
- Prepare a resume, which includes: personal information, position you are seeking, work experience, education, involvement in extra activities, and references.
- Research available retail career in the local area and identify skills, education and job outlook required.
- Explore the various uses of technology in retailing.

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Retailing	407	11	12	26	13							62	52