

MISSION TRAILS REGIONAL OCCUPATIONAL PROGRAM

1. COURSE TITLE: RETAIL MERCHANDISING & RETAIL MARKETING
04-003-77

2. CBEDS TITLE: GENERAL MERCHANDISE RETAILING

3. CBEDS NUMBER: 4107

4. JOB TITLES:

221.462	Cashier
222.387	Receiving Clerk
222.687	Price Checker
277.357	Salesperson, Specialty
279.357	Salesperson, General
290.357	Sales Clerk
298.081	Display person-visual merchandising
299.367	Stock Clerk
299.677	Sales Attendant
050.067	Economists & Marketing Research Analysts
098.161	Marketing, Advertising & PR Managers

5. COURSE DESCRIPTION: Retail Merchandising/Retail Marketing course trains students to meet entry-level requirements for jobs in general retail sales and related fields. The student will develop skills in the classroom setting to be applied in the practical setting of a work internship-community classroom training site. The training site is a retail store whose management has agreed to accept students for non-paid job training.

Emphasis is placed on skills that develop competency in the following areas:

- Merchandising, operations
- Advertising, psychology, target markets
- Communication, decision making, problem solving
- Display, visual merchandising
- Human relations, job readiness, people skills
- Mathematics, meets math requirements
- Product knowledge, service, planning & technology
- Selling, marketing of products
- Economics, cash flow
- Management, leadership, Skills USA membership

Curriculum meets California Marketing Standards and Proficiencies.

6. HOURS:

1 semester Retail Sales Class = 180 hours

1 semester Advanced Retail Sales = 180 hours

Total = 360 hours

7. PREREQUISITES:

Student must demonstrate employment readiness and be motivated to work. Excellence in attendance and attention to appropriate dress is necessary for placement on a job site. Physical nature of job may require bending and lifting.

8. REVISION DATE:

June, 2010

9. COURSE OUTLINE:

a. CONTENT AREA SKILLS

i. EXPECTED STUDENT OUTCOMES

ii. HOURS OF INSTRUCTION

COURSE OUTLINE

CONTENT AREA SKILLS	EXPECTED STUDENT OUTCOMES	HOURS		
		CL	CC	CP
Instruction will include: <i>1. Introduction:</i> A. Goals and Objectives Course Syllabus B. Classroom rules and expectations, signed by students. C. Evaluation of students	Student will be able to: <ul style="list-style-type: none"> ▪ Summarize and explain goals and objectives of the course. ▪ Know what behaviors are expected, acceptable, and not acceptable in the classroom. ▪ Know what math exercises are needed for proficiency. 	10		
<i>2. Support Skills</i> A. Basic math; fractions, decimals, and percents work books B. Operation of 10-Key C. Written communication D. Oral communication E. Sales approach F. Phone etiquette	<ul style="list-style-type: none"> ▪ Solve basic math problems by using formulas for interest, ratios, and percents. Use fractions, decimals whole numbers, and mixed numbers in formulas. ▪ Operate a 10-Key using correct fingering and using the addition, subtraction, multiplication, and division functions correctly. ▪ Format and write a business letter with proper spelling, grammar, and punctuation. ▪ Deliver oral reports, role-play, enter into class discussions properly, and answer interview questions. ▪ Identify the 5 points of overcoming sales objections and demonstrate the ability to close a sale. ▪ Understand and demonstrate how to take a phone message and answer the phone. 	60	30	
<i>3. Human Relations / Work Ethics</i> A. Personality Development for Work B. Speakers	<ul style="list-style-type: none"> ▪ Learn values, attitudes, responsibilities and human relations skills necessary to become a productive citizen and succeed in their chosen career. Student will be able to function on an adult, professional level at their community classroom sites. ▪ Understand the importance of customer service and positive customer relations. ▪ Understand the employee-employer obligations. ▪ Understand management styles and how to work with different personalities. 	45	5	

CONTENT AREA SKILLS	EXPECTED STUDENT OUTCOMES	HOURS		
		CL	CC	CP
Instruction will include:	Student will be able to:			
4. <i>Merchandising Operations</i>	<ul style="list-style-type: none"> ▪ Care for, receive and stock merchandise on the sales floor. ▪ Inform customers of the proper use, and handling of products sold. ▪ Understand the elements of display and be able to set up a display promoting a particular product. ▪ Demonstrate how to approach a customer and develop dialogue. ▪ Demonstrate how to sell products. 	6	21	
5. <i>Safety</i>	<ul style="list-style-type: none"> ▪ Be knowledgeable of all safety procedures and be alert to any hazards that appear in the work area. ▪ Able to report safety violations to the appropriate authorities. 	8	2	
6. <i>Use of equipment</i>	<ul style="list-style-type: none"> ▪ Follow job time card procedures. ▪ Demonstrate the ability to count change to a customer from the point of sale. ▪ Distinguish features and benefits and use this method to sell products and services. 	20	20	
7. <i>Loss Prevention / Security</i>	<ul style="list-style-type: none"> ▪ Understand proper procedures to follow during a theft. ▪ Demonstrate how to identify potential theft situations and how to intervene. 	7	4	
8. <i>Customer Service</i> A. Communication B. Customer complaints C. Decision making D. Problem solving	<ul style="list-style-type: none"> ▪ Demonstrate how to greet a customer ▪ Identify steps to decision making and how to problem solve. 	30	30	
9. <i>Grooming</i> A. Personal hygiene and good health B. Personal appearance C. Dress codes	<ul style="list-style-type: none"> ▪ Identify need for daily bathing, deodorant, rest, proper diet and exercise. ▪ Know the importance of proper dress and grooming relating to cleanliness, neatness, hair and make-up (girls). ▪ Develop a professional career wardrobe portfolio and understand the reasoning for maintaining employee dress standards. 	20	4	

CONTENT AREA SKILLS	EXPECTED STUDENT OUTCOMES	HOURS CL = Classroom CC = Comm. Class. CP = Co-op Ed.		
Instruction will include:	Student will be able to:	CL	CC	CP
<p>10. <i>Employment Seeking Skills</i></p> <p>A. Self assessment of skills & qualities</p> <p>B. Portfolio</p> <ol style="list-style-type: none"> 1. Job Application 2. Cover Letter 3. Résumé 4. Thank you letter 5. Letters of Recommendation <p>C. Interview Questions</p> <ol style="list-style-type: none"> A. Video taped interview B. Speakers from industry 	<ul style="list-style-type: none"> ▪ Complete a job portfolio on the computer with appropriately formatted business letters and résumé. ▪ Answer approximately 40 various interview questions, highlighting their own skills and qualities. ▪ Complete a video taped job interview to show that they know what a prospective employer expects in an interview and how to respond with answers that would make an employer want to hire them. 	34	4	

9. COURSE OUTLINE:

b) CAREER PERFORMANCE STANDARDS

- i) EXPECTED STUDENT OUTCOMES
- ii) HOURS OF INSTRUCTION

COURSE OUTLINE

CAREER PERFORMANCE STANDARDS	EXPECTED STUDENT OUTCOMES	HOURS
Instruction will include:	Student will be able to:	
<p>1. Personal Skills</p> <ul style="list-style-type: none"> ▪ Classroom policies & procedures ▪ Ethics <ul style="list-style-type: none"> → Work → Business ▪ Sexual harassment laws ▪ Personal skills, including positive attitude, self-confident, honesty, perseverance & self-discipline ▪ Professional appearance ▪ Time management ▪ Lifelong learning 	<p>1. Understand how personal skill development, including positive attitude, honesty, self-confidence, time management, & other positive traits affect employability.</p> <ul style="list-style-type: none"> ▪ Demonstrate and understand classroom policies & procedures ▪ Define work and business ethics & demonstrate the importance of ethical standards & social responsibilities in the business environment. ▪ Discuss the laws applicable to sexual harassment & discuss tactics for handling harassment situations. ▪ Demonstrate personal skills in class and/or business environment: <ul style="list-style-type: none"> → Positive attitude → Self-confidence → Honesty → Perseverance → Self-discipline ▪ Demonstrate and model personal hygiene and acceptable professional attire ▪ Prioritize tasks and meet deadlines ▪ Explain the importance of lifelong learning 	<p>Integrated in content area skills</p>

CAREER PERFORMANCE STANDARDS	EXPECTED STUDENT OUTCOMES	HOURS
Instruction will include:	Student will be able to:	
<p>2. Interpersonal Skills</p> <ul style="list-style-type: none"> ▪ Group dynamics ▪ Conflict resolution and negotiation ▪ Team work ▪ Etiquette across gender and cultural groups 	<p>2. Understand principles of effective interpersonal skills, including group dynamics, conflict resolution, and negotiation.</p> <ul style="list-style-type: none"> ▪ Identify and explain the key concepts of group dynamics ▪ Discuss and demonstrate the dynamics of conflict resolution and negotiation, and their importance within the business environment ▪ Demonstrate effective teamwork, share responsibilities, accept supervision and assume leadership roles ▪ Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups 	<p>Integrated in content area skills</p>
<p>3. Thinking and Problem-Solving Skills</p> <ul style="list-style-type: none"> ▪ Critical and creative thinking skills ▪ Logical reasoning and problem-solving skills ▪ Numerical estimation, measurement, and calculation ▪ Identify, locate, and organize needed information and propose, evaluate, and select alternative solutions 	<p>3. Understand the importance of critical thinking and problem-solving skills in the workplace.</p> <ul style="list-style-type: none"> ▪ Apply critical and creative thinking skills in a work environment and implement a plan of improvement as needed ▪ Demonstrate logical reasoning and problem solving skills in a work environment ▪ Apply numerical estimation, measurement and calculation skills to business applications including the following: <ul style="list-style-type: none"> → Whole number math → Decimals & fractions → Counting & monetary functions → Use of tables & graphs ▪ Recognize problem situations; identify, locate and organize needed information, and propose, evaluate and select from alternate solutions 	<p>Integrated in content area skills</p>

CAREER PERFORMANCE STANDARDS	EXPECTED STUDENT OUTCOMES	HOURS
Instruction will include:	Student will be able to:	
<p>4. Communication Skills</p> <ul style="list-style-type: none"> ▪ Written communications ▪ Verbal and Nonverbal communications ▪ Active and effective listening ▪ Proper etiquette in business communications ▪ Writing and editing skills ▪ Use of reference material and handbooks ▪ Oral presentations 	<p>4. Understand principles of effective communication.</p> <ul style="list-style-type: none"> ▪ Read and implement written instructions, technical manuals, written communication, and reference books ▪ Present a positive image of verbal and nonverbal communication through use of appropriate methods ▪ Demonstrate active and effective listening skills through verbal, nonverbal and written feedback ▪ Demonstrate proper etiquette in business communications, including an awareness of requisite for international communications (languages, customs, and time zones) ▪ Demonstrate the following writing and editing skills: <ul style="list-style-type: none"> → Use correct grammar, punctuation, capitalization, vocabulary and spelling → Write, proofread and edit → Select and use appropriate forms of communication ▪ Exhibit a proficiency in the use of reference materials such as dictionary, thesaurus, telephone directory, almanac, zip code directory, and office handbooks 	<p>Integrated in content area skills</p>
<p>5. Occupational Safety</p> <ul style="list-style-type: none"> ▪ Good safety practices 	<p>5. Understand occupational safety issues, including avoidance of physical hazards</p> <ul style="list-style-type: none"> ▪ Model and implement good safety practices including: <ul style="list-style-type: none"> → Avoidance and reporting of physical hazards in the work environment → Safe operation of equipment → Proper handling of hazardous materials 	<p>Integrated in content area skills</p>

CAREER PERFORMANCE STANDARDS	EXPECTED STUDENT OUTCOMES	HOURS
Instruction will include:	Student will be able to:	
<p>6. Employment Literacy</p> <ul style="list-style-type: none"> ▪ Expand awareness of career opportunities ▪ Set employment goals and objectives ▪ Aptitudes, personal characteristics and interests ▪ Develop portfolio to C-TAP standards ▪ Develop interviewing techniques 	<p>6. Understand career paths and strategies for obtaining employment.</p> <ul style="list-style-type: none"> ▪ Explore career opportunities and develop a career plan ▪ Identify steps for setting goals and writing personal goals and objectives ▪ Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities ▪ Develop a portfolio to include the following: <ul style="list-style-type: none"> → Letter of Introduction → Cover letter → Resume → Thank you letter → Job application → Licenses, Certificates and Awards → Transcripts → Letters of Recommendation → Work Samples 	<p>Integrated in content area skills</p>
<p>7. Technology Literacy</p> <ul style="list-style-type: none"> ▪ Apply Industry specific technology ▪ Use Industry specific software ▪ Demonstrate Keyboarding ▪ Accessing information ▪ Lifelong enhancement of technology skills 	<p>7. Understand and adapt to changing technology.</p> <ul style="list-style-type: none"> ▪ Identify and demonstrate use of appropriate technology ▪ Identify and use industry specific software ▪ Demonstrate proficiency in alphanumeric keyboarding ▪ Input and retrieve information ▪ Understand the importance of lifelong learning in adapting to changing technology 	<p>Integrated in content area skills</p>

10. ADDITIONAL RECOMMENDED /OPTIONAL ITEMS

- a. **ARTICULATION:** Hartnell Community College - Business & Marketing
- b. **VOCATIONAL CREDIT:** 10 Credits per Semester
- c. **ACADEMIC CREDIT:** Elective Credit Available (after 10 Vocational Credits are obtained to fulfill graduation requirements.)
- d. **INSTRUCTIONAL STRATEGIES:** Individual instruction, Cooperative Learning, Peer Training, Direct Instruction, Community Classroom, Guest Speakers and Job Shadowing.
- e. **INSTRUCTIONAL MATERIALS:** Marketing Dynamics - Text and Workbook
Personality Development for Work - Text
Math Workbook(s)
Superior Customer Service -Text
Selling – Text
- f. **CERTIFICATES:** Certificate of Completion - Classroom instruction, “C” or better, Minimum of 60 hours Community Classroom instruction.
Certificate of Accomplishment - Classroom instruction, “C” or better.