

Perris Union High School District

Course of Study

A. COURSE INFORMATION

Course Title: <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">CTE Intro to Marketing, Sales, & Service</div> <input checked="" type="checkbox"/> New <input type="checkbox"/> Revised	Subject Area: <input type="checkbox"/> Social Science <input type="checkbox"/> English <input type="checkbox"/> Mathematics <input type="checkbox"/> Laboratory Science <input type="checkbox"/> World Languages <input type="checkbox"/> Visual or Performing Arts <input type="checkbox"/> College Prep Elective <input checked="" type="checkbox"/> Other	Grade Level <input type="checkbox"/> MS <input type="checkbox"/> HS <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input checked="" type="checkbox"/> 9 <input checked="" type="checkbox"/> 10 <input checked="" type="checkbox"/> 11 <input checked="" type="checkbox"/> 12
If revised previous course name if changed <div style="border: 1px solid black; height: 20px; margin-top: 5px;"></div>	Is this classified as a Career Technical Education course? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Transcript Course Code/Number: <div style="border: 1px solid black; height: 20px; margin-top: 5px;"></div> (To be assigned by Educational Services)	Credential Required to teach this course: <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> Designated Subjects: Career Technical Education: Marketing Sales + Services To be completed by Human Resources only. </div>	
Required for Graduation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <div style="display: flex; justify-content: space-between;"> Signature 1/17/19 </div> </div>	
Meets UC/CSU Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Was this course previously approved by UC for PUHSD? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Will be verified by Ed Services)	Meets "Honors" Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Meets "AP" Requirements? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Value/Length of Course: <input type="checkbox"/> 0.5 (half year or semester equivalent) <input checked="" type="checkbox"/> 1.0 (one year equivalent) <input type="checkbox"/> 2.0 (two year equivalent) <input type="checkbox"/> Other:	
Submitted by: J Gahre Site: PVHS Date: 11/9/18		
Approvals	Name/Signature	Date
Director of Curriculum & Instruction		1/17/19
Asst. Superintendent of Educational Services		1/17/19
Governing Board		

COURSE OUTLINE

Course: 12603 Introduction to Marketing, Sales & Service

Articulation:

Academic Credit:

Job Title(s):

O'NET	JOB TITLES
222.387-058	Stock Clerk
290.477-014	Sales Clerk
311.677-018	Dining Room Attendant
237.367-038	Receptionist
209.562-010	General Clerk

Course Description:

This standards-aligned course provides students with exploratory experiences related to career opportunities in business and marketing at the entry, technical, and professional levels. The course provides instruction in employment and education requirements for various business and marketing occupations; interest and aptitude assessment; and career and educational planning. The course also provides exploration in the following areas: business, marketing, and consumer concepts; economic concepts; computer literacy, and related industry technological developments. It is designed as an introductory course for any of the Marketing, Sales, and Services pathways.

Hours:

Classroom	0	Classroom	0
Community Site (CC)	0	Coop VocEd (CVE)	0
Total:	0	Total:	0

Prerequisites:

None

Date of Last Revision: September 20, 2017

Additional Course Information:

- Suggested CDE Course Code: Marketing, Sales and Services Sector - Multiple Pathways (Pathway 999), Marketing (Pathway 244)**
8300 Intro to Marketing, Sales and Service
8310 Interm Marketing (Con)
8311 Advanced Marketing (Cap)

Hours		
Class	CC	CVE

Occupational Competencies

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1 INTRODUCTION AND ORIENTATION TO MARKETING

- A Completes a course orientation.
- B Recognizes sexual harassment as defined by California and Federal Law.
- C Models effective strategies for resolving sexual harassment situations.
- D Evaluates and describes appropriate technology ethics for the workplace.
- E Recognizes marketing principles and concepts.
- F Describes job market opportunities.
- G Defines and discusses terms and definitions in marketing.
- H Identifies the 7 functions of marketing,
- I Identifies the five economic utilities and distinguishes the four related to marketing

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2 HEALTH AND SAFETY

- A Knowledgeable of policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities.
- B Models critical elements of health and safety practices related to storing, cleaning, and maintaining tools, equipment, and supplies.
- C Maintains safe and healthful working conditions.
- D Maintains safe and healthful working conditions.
- E Uses tools and machines safely and appropriately.
- F Knowledgeable of how to both prevent and respond to accidents in the industry.

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3 CAREER PLANNING

- A Identifies the personal qualifications, interests, aptitudes, information, and skills necessary to succeed in careers.
- B Understands the scope of a career opportunities and know the requirements for education, training, and licensure
- C Develops a career plan that is designed to reflect career interests, pathways, and post-secondary options.
- D Understands the role and function of professional organizations, industry associations, and organized labor in a productive society.
- E Describes the past, present, and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.
- F Identifies the important strategies for self-promotion in the hiring process, such as job applications, resume writing, interviewing skills, and preparation of a portfolio.
- G Displays professionalism through appropriate attire, behavior, and work ethics.

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4 INTRODUCTION TO MERCHANDISING AND BUYING

- A Performs and demonstrates basic merchandising techniques.
- B Identifies appropriate merchandising terms for stocking, display, and other common merchandising activities.
- C Interprets and implements appropriate visual presentation techniques to design, plan, and set-up merchandise
- D Identifies display features that contribute to a products.

Hours		
Class	CC	CVE

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5 INTRODUCTION TO CUSTOMER SALES AND SERVICE

- A Evaluates individual customer differences and chooses appropriate customer service techniques.
- B Models and understands selling techniques.
- C Models suggestion selling techniques to build the sale
- D Identifies proper telephone, PA, electronic communications techniques, and demonstrates communication techniques and etiquette.
- E Compares and contrasts the characteristics of personal selling and advertising.
- F Recognizes appropriate cashiering procedures and/or performs cashiering procedures with accuracy.
- G Identifies current counterfeit currency detection measures.
- H Performs cash fund set-up and balancing procedures.
- I Performs established change making procedures at 70% or higher proficiency

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6 INTRODUCTION TO LOSS PREVENTION

- A Identifies the personal qualifications, interests, aptitudes, information, and skills necessary to succeed in careers.
- B Understands the scope of a career opportunities and know the requirements for education, training, and licensure
- C Develops a career plan that is designed to reflect career interests, pathways, and post-secondary options.
- D Understands the role and function of professional organizations, industry associations, and organized labor in a productive society.
- E Describes the past, present, and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.
- F Identifies the important strategies for self-promotion in the hiring process, such as job applications, resume writing, interviewing skills, and preparation of a portfolio.
- G Displays professionalism through appropriate attire, behavior, and work ethics.
- H Describes prudent procedures for handling robbery situations

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7 INTRODUCTION TO MARKETING PRINCIPLES

- A Identifies the role of promotion in marketing and the possible elements of the promotional mix
- B Identifies and discusses the different types of consumer sale promotions
- C Identifies the various types of advertising media
- D Identifies the four marketing mix elements for a given company or situation.

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8 INTRODUCTION TO RETAIL MATHEMATIC SKILLS

- A Calculates common marketing mathematics computations, including markup, markdown, percentages, discounts, and sales forecasts with 70% proficiency or higher.
- B Utilizes current retail technology to perform mathematical calculations at 70% or higher proficiency.
- C Identifies current federal, state, and local sales tax and CRV laws.
- D Reads different types of graphs used to present mathematical data at 70% or higher proficiency.
- E Demonstrate effective integrated math applications appropriate and commensurate with employment in this industry sector.
- F Demonstrate effective integrated Language Arts applications appropriate and commensurate with employment in this industry sector.

Hours		
Class	CC	CVE

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9 INTRODUCTION TO ETHICS AND LEGAL RESPONSIBILITIES IN RETAIL MARKETING

- A Describes the concept and application of ethical and legal behavior consistent with workplace standards. Including E-commerce and social networking.
- B Models personal integrity and ethical behavior in the workplace.
- C Displays professionalism through appropriate attire, behavior, and work ethics

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10 INTRODUCTION TO TECHNOLOGY

- A Uses technological resources to gain access to manipulate and produce information, products, and services.
- B Identifies the influence of current and emerging technology on selected segments of the economy.
- C Ethically selects, applies, and differentiates among appropriate tools in technology.

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11 INTRODUCTION TO LEADERSHIP AND MANAGEMENT

- A Identifies and models the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings.
- B Able to organize and structure work individually and in teams for effective performance and the attainment of goals.
- C Knowledgeable in multiple approaches of conflict resolution and their appropriateness for a variety of situations in the workplace.
- D Demonstrates how to interact with others in ways that demonstrates respect for individual and cultural differences and for the attitudes and feelings of others.
- E Models leadership, cooperation, collaboration, and effective decision-making skills applied in group or team activities, including student organizations.
- F Adapts to varied roles and responsibilities.
- G Demonstrates that individual actions can affect the larger community
- H Uses techniques for team building.
- I Applies conflict resolution techniques
- J Compares and contrasts different leadership styles.
- K Uses techniques for team building.
- L Applies conflict resolution techniques.
- M Describes how interpersonal skills may be used in marketing.

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12 INTRODUCTION TO ENVIRONMENTAL CONCEPTS

- A Practices conservation of classroom resources
- B Identifies the use of green technology within the industry sector.
- C Identifies the impact the industry has on the environment.
- D Identifies industry practices that demonstrate a commitment to sustainability

Hours		
Class	CC	CVE

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13 ADVANCED-STUDENT STORE MANAGEMENT AND CC/CVE APPLIED LEARNING SKILLS

- A Recognizes buying, ordering, and replenishing techniques and procedures.
- B Uses appropriate tables to determine shipping charges at 70% or higher proficiency.
- C Determines inventory value with 70% or higher proficiency.
- D Completes receiving functions with 70% or higher proficiency.
- E Performs basic merchandise inventory procedures with 70% or higher proficiency
- F Calculates a firm's net profit or loss at 70% or higher proficiency
- G Performs cash fund set-up and balancing procedures.
- H Performs established change making procedures at 70% or higher proficiency
- I Identifies and applies basic loss prevention techniques.
- J Recognizes customer sales and service as a loss prevention technique.
- K Complies with, and practices, established store security procedures
- L Evaluates and chooses appropriate loss prevention measures

Job Attitudes

- 99 A Work Ready Certificate



**Career Technical Education
COURSE INSTRUCTIONAL PLAN**

Course Information:

Year: 1718

Course Title: Introduction to Marketing, Sales & Service

CTE Industry Sector - Primary: Marketing, Sales and Service

Career Pathway - Primary: Professional Sales and Marketing

CTE Industry Sector - Secondary:

Career Pathway - Secondary:

Course Level: Introductory Concentration Capstone

Approved					
Course Hours:	THEORY 0	APPLIED 0	CC 0	CVE 0	LAB 0

Local Course Number: 12603
Grade Level(s):
CBEDS Title: Marketing and Business Fundamentals
CBEDS Number: 4127
Transcript Title/Abbreviation/Code:
Prerequisite(s): None
Co-Requisite(s):

Articulation Information:
A-G Information:
Advisory Committee Meetings:

Occupations for Identified Pathway:

O'NET	JOB TITLES
222.387-058	Stock Clerk
290.477-014	Sales Clerk
311.677-018	Dining Room Attendant
237.367-038	Receptionist
209.562-010	General Clerk



Career Technical Education COURSE INSTRUCTIONAL PLAN

Course Description Summary:

This standards-aligned course provides students with exploratory experiences related to career opportunities in business and marketing at the entry, technical, and professional levels. The course provides instruction in employment and education requirements for various business and marketing occupations; interest and aptitude assessment; and career and educational planning. The course also provides exploration in the following areas: business, marketing, and consumer concepts; economic concepts; computer literacy, and related industry technological developments. It is designed as an introductory course for any of the Marketing, Sales, and Services pathways.

Course Purpose:

Instructional Methods and/or Strategies:

Instructional Materials:

Instructional Units:

Unit 1 INTRODUCTION AND ORIENTATION TO MARKETING

Description:

Students gain an introduction to the course and learn class expectations. They are introduced to the common traits exhibited by successful looking at personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in Professional Sales and Marketing career pathway. Students examine the historical and economic significance of Marketing in our society and present opportunities and advancements in this field.

Supported Standards:

Supports Pathway Standards Professional Sales and Marketing Pathway the course covers all elements - needs to include elements for the pathways of:
Hospitality and Tourism - Pathway B, elements B1.0 (all), B2 (all), B3 (B3.2, 3.6), B4.0 (all), B5.0 (5.2, 5.3, 5.4, 5.5, 5.6) B8.0 (all), B.9 (9.2, 9.4), B10.0 (B10.2), B11 (B11.1, 11.2, 11.3, 11.5), B12 (all)
Pathway C, Elements C3.0 (all), C4.0 (4.1, 4.2, 4.4, 4.5) C6.0 (all)
Fashion Merchandising- Pathway A, elements 11 (all), 12.0 (all)
Pathway B, 12.0 (12.1, 12.2, 12.3, 12.4)

Assessment Methods and/or Tools:



Career Technical Education COURSE INSTRUCTIONAL PLAN

Student Learning Objectives/Performance Indicators

- A Completes a course orientation.
- B Recognizes sexual harassment as defined by California and Federal Law.
- C Models effective strategies for resolving sexual harassment situations.
- D Evaluates and describes appropriate technology ethics for the workplace.
- E Recognizes marketing principles and concepts.
- F Describes job market opportunities.
- G Defines and discusses terms and definitions in marketing.
- H Identifies the 7 functions of marketing.
- I Identifies the five economic utilities and distinguishes the four related to marketing

Unit 2 HEALTH AND SAFETY

Description:

Students understand health and safety policies, procedures, regulations and practices including the use of equipment and handling of hazardous materials. Understands and describes the responsibilities of OSHA. Students explore and practice health and safety components within Professional Sales and Marketing pathway. Students will maintain a safe and healthy work environment which will prevent accidents in the work place.

Supported Standards:

Supports Pathway Standards 6.1,6.2,6.3

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Knowledgeable of policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities.
- B Models critical elements of health and safety practices related to storing, cleaning, and maintaining tools, equipment, and supplies.
- C Maintains safe and healthful working conditions.
- D Maintains safe and healthful working conditions.
- E Uses tools and machines safely and appropriately.
- F Knowledgeable of how to both prevent and respond to accidents in the industry.

Unit 3 CAREER PLANNING



Career Technical Education COURSE INSTRUCTIONAL PLAN

Description:

Students understand how to make effective decisions, use career information, and manage personal career plans. Students will identify personal qualifications interest and aptitudes information and skills necessary to succeed in the career search.

Students will identify opportunities and related requirements career opportunities. Students will develop a career plan. Students will understand the role and function of professional organizations. Students will be aware trends that effect careers. Students perform job acquiring practices such as; job application, resumes, and interviews and will produce a job portfolio.

Students explore career opportunities and examine the professional and educational requirements needed to meet their goals. Students identify personal qualifications, interests, aptitudes, information and skills, and post-secondary options necessary to succeed in this career. Upon successful completion of this class, students will have developed their own career plan and personal portfolio.

Supported Standards:

Supports Pathway Standards Fashion Design, Manufacturing and Merchandising Pathway A3.0. Supports Math Standards MR 2.5

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Identifies the personal qualifications, interests, aptitudes, information, and skills necessary to succeed in careers.
- B Understands the scope of a career opportunities and know the requirements for education, training, and licensure
- C Develops a career plan that is designed to reflect career interests, pathways, and post-secondary options.

- D Understands the role and function of professional organizations, industry associations, and organized labor in a productive society.

- E Describes the past, present, and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.
- F Identifies the important strategies for self-promotion in the hiring process, such as job applications, resume writing, interviewing skills, and preparation of a portfolio.

- G Displays professionalism through appropriate attire, behavior, and work ethics.

Unit 4 INTRODUCTION TO MERCHANDISING AND BUYING



Career Technical Education COURSE INSTRUCTIONAL PLAN

Description:

Students gain an understanding and apply the procedures necessary to produce and maintain interior and exterior store displays. Students identify and explain merchandising terms. Students will interpret and implement appropriate visual presentation techniques and will be able to interpret a plan-o-gram. Students will gain an understanding of the variety of careers in the merchandising and buying fields.

Supported Standards:

Supports Pathway Standards Fashion Design, Manufacturing and Merchandising A1.1, 11.2, 11.3, 11.4B 1.1 & B 5.1; Supports Math Standards MR 1/1

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Performs and demonstrates basic merchandising techniques.
- B Identifies appropriate merchandising terms for stocking, display, and other common merchandising activities.
- C Interprets and implements appropriate visual presentation techniques to design, plan, and set-up merchandise
- D Identifies display features that contribute to a products.

Unit 5 INTRODUCTION TO CUSTOMER SALES AND SERVICE

Description:

Students gain an understanding and recognize of appropriate cashiering procedures and/or perform cashiering procedures with accuracy. Students will know how or demonstrate knowledge of the use of contemporary and emerging technological resources used in cashiering. Students will identify current counterfeit currency detection measures. Students understand and apply the knowledge and skills essential for effective customer service. Students will evaluate individual customer differences and appropriate customer service techniques. Models and understands established selling techniques that include suggestion and substitution selling. Students will gain an understanding of the variety of careers in the customer sales and service fields.

Supported Standards:

Supports Pathway Standards Hospitality C 6.1,6.2, 6.3 Supports Math Standards NS 1.2, 1.7

Assessment Methods and/or Tools:



Career Technical Education COURSE INSTRUCTIONAL PLAN

Student Learning Objectives/Performance Indicators

- A Evaluates individual customer differences and chooses appropriate customer service techniques.
- B Models and understands selling techniques.
- C Models suggestion selling techniques to build the sale
- D Identifies proper telephone, PA, electronic communications techniques, and demonstrates communication techniques and etiquette.
- E Compares and contrasts the characteristics of personal selling and advertising.

- F Recognizes appropriate cashiering procedures and/or performs cashiering procedures with accuracy.
- G Identifies current counterfeit currency detection measures.
- H Performs cash fund set-up and balancing procedures.
- I Performs established change making procedures at 70% or higher proficiency

Unit 6 INTRODUCTION TO LOSS PREVENTION

Description:

Students gain an understanding of the risk management aspects in Retail Marketing. Students understand the current laws and worksite policies regarding inventory control and loss prevention. Understand the relationship between facility management and profit and loss including the costs of breakage theft supplies used and decision for repairs for replacement. Students will gain an understanding of the variety of careers in the loss prevention fields.

Supported Standards:

Supports Pathway Standards Entrepreneurship B1.4, Fashion A12.1, 12.2, 12.3, 12.4, 12.5 B 1.1 & B 5.1, Consumer Services B2.4, Hospitality B 5.4; Supports Math Standards MSR 1.2, 1.3, 1.6, AF7 1.4, AF7 4.2, SDA 7 1.1, MR 7 1.1, MR7 1.3, AII 10.0; Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:



Career Technical Education COURSE INSTRUCTIONAL PLAN

Student Learning Objectives/Performance Indicators

- A Identifies the personal qualifications, interests, aptitudes, information, and skills necessary to succeed in careers.
- B Understands the scope of a career opportunities and know the requirements for education, training, and licensure
- C Develops a career plan that is designed to reflect career interests, pathways, and post-secondary options.

- D Understands the role and function of professional organizations, industry associations, and organized labor in a productive society.

- E Describes the past, present, and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.
- F Identifies the important strategies for self-promotion in the hiring process, such as job applications, resume writing, interviewing skills, and preparation of a portfolio.

- G Displays professionalism through appropriate attire, behavior, and work ethics.
- H Describes prudent procedures for handling robbery situations

Unit 7 INTRODUCTION TO MARKETING PRINCIPLES

Description:

Students gain an understanding the basics marketing principles for maximizing revenue based on supply and demand. Analyze marketing strategies and their effect on products. Analyze basic marketing principles and procedures applied to targeting an audience. Understand the ways of developing and maintaining long term guest relationships. Students understand and apply the skills and techniques needed to prepare advertising, public relations, and informational materials for consumers. Students will gain an understanding of the variety of careers in the loss prevention fields. Students will gain an understanding of the variety of skills essential to careers in marketing.

Supported Standards:

Supports Pathway Standards Hospitality 4.1,4.2,4. Consumer Services Pathway B8.1, B8.2,8.3,8.4,8.55; Supports Math Standards AF 7 1.5, ; Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Identifies the role of promotion in marketing and the possible elements of the promotional mix
- B Identifies and discusses the different types of consumer sale promotions
- C Identifies the various types of advertising media
- D Identifies the four marketing mix elements for a given company or situation.



Career Technical Education COURSE INSTRUCTIONAL PLAN

Unit 8 INTRODUCTION TO RETAIL MATHEMATIC SKILLS

Description:

Students gain and understand and apply procedures for common types of financial transactions. Apply principles of accounting and finance to Careers in Marketing. Know the risk management principles associated with Retail marketing. Formulate pricing strategies for goods and services in business. Students will gain an understanding of the variety of mathematical skills essential to careers in marketing.

Supported Standards:

Supports Pathway Standards Hospitality C 6.3B 1.1 & B 5. Entrepreneurship B1.3, 1.4, 1.5; Supports Math Standards NS 7 1.2, 7 1.6, 7 1.7 AF 7 1.2, 7 1.4, MG 7 1.1, 7 1.3, SD 7 1.0, MR 7 2.1, 7 2.3, AII 5.0, 15.0; Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Calculates common marketing mathematics computations, including markup, markdown, percentages, discounts, and sales forecasts with 70% proficiency or higher.
- B Utilizes current retail technology to perform mathematical calculations at 70% or higher proficiency.
- C Identifies current federal, state, and local sales tax and CRV laws.
- D Reads different types of graphs used to present mathematical data at 70% or higher proficiency.
- E Demonstrate effective integrated math applications appropriate and commensurate with employment in this industry sector.
- F Demonstrate effective integrated Language Arts applications appropriate and commensurate with employment in this industry sector.

Unit 9 INTRODUCTION TO ETHICS AND LEGAL RESPONSIBILITIES IN RETAIL MARKETING

Description:

Students will understand basic operational procedures and regulatory requirements for all aspects of the Retail industry. Describe the concept and application of ethical and legal behavior consistent with workplace standards. The will model personal integrity and ethical behavior in the workplace. Displays professionalism thought appropriate attire, behavior and work ethics.

Supported Standards:

Supports Pathway Standards Fashion - A2.0 2.1, 2.2,2.3, Entrepreneurship B1.4; Supports Math Standards AF7 1.5; Supports English/Language Arts Standards X.XX



Career Technical Education COURSE INSTRUCTIONAL PLAN

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Describes the concept and application of ethical and legal behavior consistent with workplace standards. Including E-commerce and social networking.
- B Models personal integrity and ethical behavior in the workplace.
- C Displays professionalism through appropriate attire, behavior, and work ethics

Unit 10 INTRODUCTION TO TECHNOLOGY

Description:

Students know how to use contemporary and emerging technological resources in a diverse and changing personal, community and environments. Students will learn appropriate ethics regarding the use of technological (Social Networking, identify theft etc.). Understand past, present and future technological advances as they relate to the Retail Industry. Understanding the use of technological resources to gain access to manipulate and produce information products and services.

Supported Standards:

Supports Pathway Standards Fashion and Design - Standard, E-commerce Pathway 1.3, A3.1 4.0 B 1.1 & B 5.1; Supports Math Standards X.XX; Supports English/Language Arts

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Uses technological resources to gain access to manipulate and produce information, products, and services.
- B Identifies the influence of current and emerging technology on selected segments of the economy.
- C Ethically selects, applies, and differentiates among appropriate tools in technology.

Unit 11 INTRODUCTION TO LEADERSHIP AND MANAGEMENT

Description:

Students understand the principles of effective workforce and organizational management. Understands their interrelationships and interdependence of management and employees. Students understand the theories and basic function of sales management. Understand the utility of strategic planning in guiding a sales force. Know the methods of motivating and evaluating sales staff. Know various approaches to organizing and leading a sales force to maximize effectiveness. Understand the importance of sales figures and preparing sales reports to guide sales force activities. Students will gain an understanding of the variety of leadership and management careers in the marketing field.



Career Technical Education COURSE INSTRUCTIONAL PLAN

Supported Standards:

Supports Pathway Standards Professional Sales and Marketing 22.1, 2.2, 2.3, 2.4B 1.1 & B 5.1; Supports Math Standards NS 7 1. AF7 1.4, 4., SDA 7 1.1 AII 10.0 ;
Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A** Identifies and models the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings.
- B** Able to organize and structure work individually and in teams for effective performance and the attainment of goal:
- C** Knowledgeable in multiple approaches of conflict resolution and their appropriateness for a variety of situations in the workplace
- D** Demonstrates how to interact with others in ways that demonstrates respect for individual and cultural differences and for the attitudes and feelings of others
- E** Models leadership, cooperation, collaboration, and effective decision-making skills applied in group or team activities, including student organizations.
- F** Adapts to varied roles and responsibilities.
- G** Demonstrates that individual actions can affect the larger community
- H** Uses techniques for team building.
- I** Applies conflict resolution techniques
- J** Compares and contrasts different leadership styles.
- K** Uses techniques for team building.
- L** Applies conflict resolution techniques.
- M** Describes how interpersonal skills may be used in marketing.

Unit 12 INTRODUCTION TO ENVIRONMENTAL CONCEPTS

Description:

Students understand essential consumer protection laws and regulations. Students will understand the evolution of consumer protection legislation. Students understand the role of local, state, and national public and private agencies in consumer and business protection. Students understand the effects of environmental laws and safety regulations on consumers. Understand the legal implications of contract and interpret the consequences of consumer actions related to various types of contracts.



Career Technical Education COURSE INSTRUCTIONAL PLAN

Supported Standards:

Supports Pathway Standards Consumer Services B4.1,4.2,4.3,4.4; Supports Math Standards NS7 1.6, AF7 1.5, SDA 7 1.1 MR7 1.3, MR7 2.1; Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:

Student Learning Objectives/Performance Indicators

- A Practices conservation of classroom resources .
- B Identifies the use of green technology within the industry sector.
- C Identifies the impact the industry has on the environment.
- D Identifies industry practices that demonstrate a commitment to sustainability

Unit 13 ADVANCED-STUDENT STORE MANAGEMENT AND CC/CVE APPLIED LEARNING SKILLS

Description:

Students in Professional and Marketing are involved in the transfer of goods and services in the economy both to business and individual consumers. The increased use of technology in sales has resulted in increased responsibilities for the sales staff. Students will develop a understanding of the sales process, sales management and marketing information management.

Supported Standards:

Supports Pathway Standards Professional Sales and marketing Pathway D1. 0 (all) D2.0 (all), D3.0 (all)B 1.1 & B 5.1; Supports Math Standards will incorporate all standards from units 1 to 14; Supports English/Language Arts Standards X.XX

Assessment Methods and/or Tools:



**Career Technical Education
COURSE INSTRUCTIONAL PLAN**

Student Learning Objectives/Performance Indicators

- A** Recognizes buying, ordering, and replenishing techniques and procedures.
- B** Uses appropriate tables to determine shipping charges at 70% or higher proficiency.

- C** Determines inventory value with 70% or higher proficiency.
- D** Completes receiving functions with 70% or higher proficiency.
- E** Performs basic merchandise inventory procedures with 70% or higher proficiency
- F** Calculates a firm's net profit or loss at 70% or higher proficiency
- G** Performs cash fund set-up and balancing procedures.
- H** Performs established change making procedures at 70% or higher proficiency
- I** Identifies and applies basic loss prevention techniques.
- J** Recognizes customer sales and service as a loss prevention technique.
- K** Complies with, and practices, established store security procedures
- L** Evaluates and chooses appropriate loss prevention measures