

RETAIL AND E-TAIL

INDUSTRY SECTOR: Marketing, Sales and Services

CALPADS PATHWAY: Professional Sales (Pathway Code 243)

CALPADS COURSE TITLE: Retail Sales, General Merchandising, Retailing

CALPADS COURSE CODE: 4107

HOURS:	Total	Classroom	Laboratory/CC/CVE
	360	210	150

JOB TITLE	ONET CODES	JOB TITLE	ONET CODES
Customer Service Rep.	43-4051.00	Fashion Buyer	13-1022.00
Retail Salesperson	41-2031.00	Merchandise Displayers	27-1026.00
Retail Stock Clerk	43-5081.00	Advertising & Promotions	11-2011.00
Telemarketer	41-9041.00	Retail Buyer	13-1022.00
Online Merchants	13-1199.06		

COURSE DESCRIPTION:

Retailing and E-tailing integrates the four P's (Price, Product, Promotion and Place) of marketing into the operations of retail and e-tail business. Students begin in the classroom with theory of the industry and are then placed in community classrooms for on-the-job training.

PREREQUISITES:

1. Solid attendance record
2. Grade average or better skills in reading, writing and math
3. Basic computer skills

ARTICULATION:

COLLEGE:	COURSE TITLE:
SJVC	Customer Service and Sales Management (3 credits)

LEVEL: **Introductory** **Concentrator** **Capstone**

METHOD OF STUDENT EVALUATION:

- ✓ Pre and Post test
- ✓ Student Projects
- ✓ Written work
- ✓ On-the-job training evaluations
- ✓ Completion of assignments and worksheets

METHOD OF INSTRUCTION:

- ✓ Lecture
- ✓ Group and individual applied projects
- ✓ Demonstration
- ✓ On-the-job training
- ✓ Field Trips
- ✓ Guest Speaker

RECOMMENDED TEXTS:

Kosloski, Mickey and Sharon R. Davis, *Retailing and Etailing*. Tinley Park, Illinois: The Goodheart-Willcox Company, Inc., 2015. Print.

MODEL CTE PATHWAY: Develop knowledge and skills in the theory and practice of sales designed to provide a professional foundation to those involved in personal selling careers, including the fundamentals of personal selling with an emphasis on customer behavior, persuasive presentation of ideas, products and services, and developing sales goals.

I.	RETAILING	CR	LAB/ CC	STANDARDS
	A. Retail Industry Profile B. Brick-and-Mortar Retail C. Nonstore Retail Operations	25 HRS	15 HRS	CTE Anchor: A1.0; A2.2, A2.3, A2.5; A4.1, A4.3; A5.3, A5.4; A7.1, A7.3, A7.6, A7.8 CTE Pathway: B1.1, B1.2, B1.3; B2.0, B2.1; B3.0, B3.4; B4.0, B4.1; B5.0
II.	MARKETPLACE STRATEGY	CR	LAB/ CC	STANDARDS
	A. Marketing Research B. Targeting the Market	25 HRS	10 HRS	CTE Anchor: A1.0; A2.0, A2.5, A2.6; A3.6; A4.1, A4.2, A4.3, A4.4; A5.1, A5.4 CTE Pathway: B1.1, B1.2, B1.3; B3.1, B3.2, B3.3, B3.4, B3.6, B3.7; B4.5, B4.6; B5.1, B5.2, B5.3; B8.1, B8.3, B8.4, B8.5
III.	PRODUCT, PLACE, AND PRICE	CR	LAB/ CC	STANDARDS
	A. Merchandise Planning B. Purchasing and Inventory Control C. Pricing Strategies	30 HRS	25 HRS	CTE Anchor: A1.0; A2.0; A2.1, A2.2, A2.4, A2.5; A4.1, A4.2, A4.3, A4.4, A4.5; A5.1, A5.4; A7.8; A8.3, A8.4, A8.5, A8.7, A8.8; A10.3, A10.4, A10.5, A10.10, A10.11 CTE Pathway: B1.1, B1.2; B2.1, B2.2, B2.4; B3.2, B3.5, B3.6; B4.4, B4.5; B5.1, B5.2, B5.3; B7.3; B8.1, B8.2, B8.3, B8.4, B8.5
IV.	PROMOTION	CR	LAB/ CC	STANDARDS
	A. Retail Communication B. Selling C. Customer Service Strategies	30 HRS	35 HRS	CTE Anchor: A1.0, A2.0, A2.2, A2.3, A2.4, A2.5, A2.6; A4.1, A4.2, A4.6; A5.1, A5.3, A5.4; A6.4; A7.3, A7.5, A7.7; A9.1, A9.2, A9.3, A9.5 CTE Pathway: B1.1, B1.2, B1.3; B2.2, B2.3, B2.4; B3.0, B3.1, B3.2, B3.3, B3.4, B3.4, B3.7; B4.1, B4.2, B4.3, B4.4, B4.5, B4.6; B5.1, B5.3; B6.1; B7.2, B7.3; B8.1, B8.2, B8.3, B8.4

V.	VISUAL MERCHANDISING	CR	LAB/ CC	STANDARDS
	<ul style="list-style-type: none"> A. In-Store Merchandising B. Online Merchandising C. Creating an E-tail Website 	40 HRS	30 HRS	<p>CTE Anchor: A1.0; A2.0, A2.2, A2.3, A2.4, A2.5, A2.6; A4.1, A4.2, A4.3, A4.4, A4.5, A4.6; A5.3, A5.4; A6.2, A6.7; A7.5, A7.8; A8.5, A8.7, A8.8; A9.2, A9.3, A9.5, A9.6, A9.7; A10.1, A10.2, A10.3, A10.4, A10.5</p> <p>CTE Pathway: B1.2, B1.3; B2.4; B3.6, B3.7; B4.1, B4.3, B4.6; B5.1, B5.2, B5.3; B7.2, B7.3; B8.1, B8.2, B8.3, B8.4, B8.5</p>
VI.	MANAGING THE BUSINESS	CR	LAB/ CC	STANDARDS
	<ul style="list-style-type: none"> A. Retail Management B. Working as a Team C. Ethics and the Law D. Risk 	30 HRS	20 HRS	<p>CTE Anchor: A1.0; A2.0, A2.1, A2.3; A3.1, A3.2, A3.5, A3.6, A3.7, A3.8; A4.3, A4.6; A5.1, A5.2, A5.3, A5.4; A6.1, A6.2, A6.3, A6.4, A6.5, A6.6, A6.7; A7.2, A7.3, A7.4, A7.5, A7.6, A7.7, A7.8; A8.1, A8.2, A8.3, A8.4, A8.5, A8.6, A8.7, A8.8; A9.1, A9.2, A9.3, A9.4, A9.5, A9.6, A9.7, A9.8, A9.9, A9.10; A10.1, A10.2, A10.3, A10.5, A10.7, A10.8, A10.9, A10.12, A10.13, A10.14, A10.15; A11.2</p> <p>CTE Pathway: B1.2, B1.3; B2.4; B3.4, B3.5 B3.6, B3.7; B4.1, B4.3, B4.6; B5.1, B5.2, B5.3; B7.2, B7.3; B8.1, B8.2, B8.3, B8.4, B8.5</p>
VII.	RETAIL CAREERS	CR	LAB/ CC	STANDARDS
	<ul style="list-style-type: none"> A. Preparing for a Career B. Job Applications and Interviews 	30 HRS	15 HRS	<p>CTE Anchor: A1.0; A2.0, A2.4, A2.5, A2.6; A3.1, A3.2, A3.3, A3.4, A3.5, A3.6, A3.7, A3.8, A3.9; A4.2, A4.4, A4.6; A5.1, A5.4; A6.7; A7.2, A7.3, A7.4, A7.6, A7.7, A7.8; A8.1, A8.2, A8.3, A8.4, A8.5, A8.6, A8.7, A8.8; A9.1, A9.2, A9.3, A9.4, A9.5, A9.6, A9.7; A11.1, A11.2, A11.3, A11.4, A11.5</p> <p>CTE Pathway: B2.4; B3.6, B3.7; B4.1, B4.4; B5.1, B5.2, B5.3; B7.2, B7.3; B8.1, B8.3</p>

VIII.	STANDARDS FOR CAREER READY PRACTICE
	<ol style="list-style-type: none">1. Apply appropriate technical skills and academic knowledge.2. Communicate clearly, effectively, and with reason.3. Develop an education and career plan aligned with personal goals.4. Apply technology to enhance productivity.5. Utilize critical thinking to make sense of problems and persevere in solving them.6. Practice personal health and understand financial literacy.7. Act as a responsible citizen in the workplace and the community.8. Model integrity, ethical leadership and effective management.9. Work productively in teams while integrating cultural and global competence.10. Demonstrate creativity and innovation.11. Employ valid and reliable research strategies.12. Understand the environment, social and economic impacts of decisions.

Professional Sales KNOWLEDGE AND PERFORMANCE ANCHOR STANDARDS

1.0 Academics

Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Marketing, Sales, and Services academic alignment matrix for identification of standards.

2.0 Communications

Acquire and accurately use Marketing, Sales, and Services sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

- 2.1 Recognize the elements of communication using a sender–receiver model.
- 2.2 Identify barriers to accurate and appropriate communication.
- 2.3 Interpret verbal and nonverbal communications and respond appropriately.
- 2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.
- 2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.
- 2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management

Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2).

- 3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision-making.
- 3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.
- 3.3 Explore how information and communication technologies are used in career planning and decision making.
- 3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.
- 3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.
- 3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.
- 3.7 Recognize the importance of small business in the California and global economies.
- 3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.
- 3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

4.0 Technology

Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Marketing, Sales, and Services sector workplace environment. (Direct alignment with WS 11-12.6)

- 4.1 Use electronic reference materials to gather information and produce products and services.
- 4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.
- 4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.
- 4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.
- 4.5 Research past, present, and projected technological advances as they impact a particular pathway.
- 4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking

Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Marketing, Sales, and Services sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

5.1 Identify and ask significant questions that clarify various points of view to solve problems.

5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.

5.3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.

5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety

Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Marketing, Sales, and Services sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)

6.1 Locate and adhere to Material Safety Data Sheet (MSDS) instructions.

6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities.

6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.

6.4 Practice personal safety when lifting, bending, or moving equipment and supplies.

6.5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics.

6.6 Maintain a safe and healthful working environment and practice risk management to ensure security and to prevent loss of property.

6.7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility

Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Marketing, Sales, and Services sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)

7.1 Recognize how financial management impacts the economy, workforce, and community.

7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.

7.3 Understand the need to adapt to changing and varied roles and responsibilities.

7.4 Practice time management and efficiency to fulfill responsibilities.

7.5 Apply high-quality techniques to product or presentation design and development.

7.6 Demonstrate knowledge and practice of responsible financial management.

7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.

7.8 Explore issues of global significance and document the impact on the Marketing, Sales, and Services sector.

8.0 Ethics and Legal Responsibilities

Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)

8.1 Access, analyze, and implement quality assurance standards of practice.

8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Marketing, Sales, and Services industry sector.

8.3 Demonstrate ethical and legal practices consistent with Marketing, Sales, and Services sector workplace standards.

8.4 Demonstrate the importance of truthfulness, honesty, and quality in the Marketing, Sales, and Services sector.

8.5 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.

8.6 Analyze organizational culture and practices within the workplace environment.

8.7 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information.

8.8 Conform to rules and regulations regarding sharing of confidential information, as determined by Marketing, Sales, and Services sector laws and practices.

9.0 Leadership and Teamwork

Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the DECA career technical student organization. (Direct alignment with SLS 11-12.1b)

9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.

9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities.

9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting.

9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities.

9.5 Understand that the modern world is an international community and requires an expanded global view.

9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace.

9.7 Participate in interactive teamwork to solve real Marketing, Sales, and Services sector issues and problems.

10.0 Technical Knowledge and Skills

Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)

10.1 Interpret and explain terminology and practices specific to the Marketing, Sales, and Services sector.

10.2 Comply with the rules, regulations, and expectations of all aspects of the Marketing, Sales, and Services sector.

10.3 Construct projects and products specific to the Marketing, Sales, and Services sector requirements and expectations.

10.4 Collaborate with industry experts for specific technical knowledge and skills.

10.5 Integrate the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.

10.6 Employ the financial concepts used in making marketing decisions.

10.7 Assess the product and service management concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

10.8 Understand how promotion concepts and strategies including advertising, sales promotion, public relations, and personal selling, are used to communicate information about products, services, images, and ideas to achieve a desired outcome.

10.9 Illustrate the methods used to determine client needs and desires and respond with selling concepts including planned, personalized communication that influences purchase decisions and enhances future business opportunities.

10.10 Compare the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services.

10.11 Apply the pricing concepts and strategies used to maximize return and meet customers' perceptions of value.

10.12 Identify city, county, and state certificates and licensures required to conduct business.

10.13 Identify the techniques and strategies used to foster positive, ongoing relationships with customers and the importance of customer service to the business' bottom line.

10.14 Employ the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.

10.15 Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy. (Economics).

11.0 Demonstration and Application

Demonstrate and apply the knowledge and skills contained in the Marketing, Sales, and Services anchor standards, pathway standards, and performance indicators in classroom, laboratory and workplace settings, and through the DECA career technical student organization.

11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Marketing, Sales, and Services sector program of study.

11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.

11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures.

11.4 Employ entrepreneurial practices and behaviors appropriate to Marketing, Sales, and Services sector opportunities.

11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.

Professional Sales PROFESSIONAL SALES PATHWAY STANDARDS

Professional Sales Pathway

Develop knowledge and skills in the theory and practice of sales designed to provide a professional foundation to those involved in personal selling careers, including the fundamentals of personal selling with an emphasis on customer behavior, persuasive presentation of ideas, products and services, and developing sales goals.

Sample occupations associated with this pathway:

- Customer Service Representative
- Retail Salesperson
- Sales Manager
- Real Estate Broker
- Fashion buyer

B1.0 Understand the Interrelationships between Economic and Marketing Concepts and Selling.

B1.1 Define the role of selling in the national economy.

B1.2 Determine economic indicators that affect selling.

B1.3 Evaluate the impact of the international economic climate and international trade on selling.

B2.0 Analyze and Evaluate Legal, Moral, and Ethical Issues Affecting Selling and Sales Management.

B2.1 Identify legal aspects of sales contracts and warranties.

B2.2 Recognize legal aspects of standardization, grading, and labeling options.

B2.3 Understand legal aspects pertaining to advertising and pricing.

B2.4 Analyze ethical responsibilities in relationships with sales personnel, customer/clients, competitors, and vendors.

B3.0 Analyze Customer/Client Behavior in the Selling Process.

B3.1 Define and predict buying motives in the customer's decision-making process.

B3.2 Differentiate between each stage of the customer buying process.

B3.3 Explain the importance of customer service and explain communication techniques.

B3.4 Respond thoughtfully to diverse perspectives; synthesize comments, claims, and evidence made on all sides of an issue.

B3.5 Resolve contradictions when possible.

B3.6 Determine what additional information and/or research is required to deepen the investigation or complete the task.

B3.7 Defend why quality customer service translates into a competitive edge in marketing efforts.

B4.0 Understand the Nature and Scope of the Functions Associated with Personal and Business Sales Strategies, Product Knowledge, Support Activities, and Management of Selling Techniques.

B4.1 Explain the main characteristics of a successful salesperson including; listening, verbal and written communication skills, product knowledge, customer connection, trust worthiness, and power of persuasion.

B4.2 Demonstrate steps of sales and techniques used in the selling process.

B4.3 Apply techniques used by salespeople to enhance selling potential and customer satisfaction.

B4.4 Compare and contrast selling strategies for wholesale and retail environments.

B4.5 Differentiate between each stage of the customer buying process.

B4.6 Obtain and analyze product and service information to facilitate the selling process.

B5.0 Examine Different Types of Sales Pathways.

B5.1 Compare retail and wholesale sales methods.

B5.2 Discuss telemarketing sales techniques.

B5.3 Examine Internet sales.

B6.0 Analyze the Support Activities of Sales Staff and Management.

B6.1 Assess the responsibilities of building, training, and evaluating a sales staff.

B6.2 Examine methods of compensation for a sales staff.

B7.0 Complete a Strategic Plan that Includes Establishing Individual and Company Sales Goals to Guide the Activities of the Sales Staff.

B7.1 Apply methods for motivating and evaluating sales staff.

B7.2 Practice various approaches for organizing a sales staff and leading a sales force to maximize effectiveness.

B7.3 Track sales figures, and prepare sales reports to analyze sales in relation to a sales plan.

B8.0 Access and Use Marketing Information to Enhance Sales Opportunities and Activities.

B8.1 Identify sources of demographic data for sales and business planning.

B8.2 Use personal sales information to guide business activities.

B8.3 Analyze and use data to identify potential customers and locations for business expansion.

B8.4 Track consumer spending trends, and analyze data to forecast sales, predict economic conditions, and guide business activities.

B8.5 Research consumers' needs and wants to identify product/service gaps and to develop, maintain, and improve, products and services.

**North Kern Vocational Training Center
RETAIL AND E-TAIL PROFICIENCIES**

Proficiencies to be measured:

1. Upon completion of the course students will be able to explain the class objectives, safety requirements, and employment opportunities in the professional sales pathway career field.
2. Upon completion of the course students will be able to produce a professional resume and complete a job application.
3. Upon completion of the course students will be able to distinguish the kinds of retail ownership and structure.
4. Upon completion of the course students will be able to distinguish the differences between electronic retailing, brick and mortar, and non-store retailers.
5. Upon completion of the course students will be able to explain the advantages and disadvantages of online shopping versus brick and mortar stores.
6. Upon completion of the course students will be able to explain purchasing and inventory management processes.
7. Upon completion of the course students will be able to conduct marketing research and analyze the data.
8. Upon completion of the course students will be able to target a specific market and analyze consumer behavior.
9. Upon completion of the course students will be able to explain how prices are determined.
10. Upon completion of the course students will be able to demonstrate in-store and E-tailing customer service strategies.
11. Upon completion of the course students will be able to explain the importance of and demonstrate personal selling – selling yourself (traits needed to be a valuable employee).
12. Upon completion of the course students will be able to create an in-store merchandising visual display.
13. Upon completion of the course students will be able to explain management functions and the managing of a store.
14. Upon completion of the course students will be able to build a web site using web designs, and tools and resources.
15. Upon completion of the course students will be able to explain the functions of retail management, i.e., being a team leader, retail ethics, and legal issues.
16. Upon completion of the course students will be able to create a career plan exploring retail careers.
17. Upon completion of the course students will be able to determine the difference between cash and credit sales.
18. Upon completion of the course students will be able to create promotional sales ads for a newspaper.
19. Upon completion of the course students will be able to create in-store promotions to attract customers into the store.
20. Upon completion of the course students will be able to determine, based on previous sales, when to purchase merchandise, what type of merchandise to purchase and how much merchandise to purchase.