**Retail Management**

***Teacher for the course:***

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***Retail Store Management***

Retail Store Management is a two-period per day, 10 credit course, designed to appeal to students whose career/college goals include retail store management, retail buying, security, sales, merchandising, or promotion. Students will have the opportunity to combine classroom learning with a structured learning experience through working the school store. One “classroom” group session and one store staff session is required each day. This course is the final in a 3 year course of study that completes an articulation agreement with Rowan College at Gloucester County (RCGC). Students passing the three-year track (Foundations, Marketing 1, and Retail Store Management) with a B or higher will have the opportunity for articulated credit at RCGC. In addition, students are encouraged to develop leadership skills, good citizenship, social intelligence, and vocational understanding through participation in DECA. An exit examination for industry certification as a Retail Specialist is offered to all students at the completion of this course. This program of study reflects New Jersey CTE Standard 9.3 which states that all students who complete a career and technical education program will acquire academic and technical skills for careers in emerging and established professions that lead to technical skill proficiency, credentials, certificates, licenses, and/or degree.

***Requirements:***

***A passing grade for Foundations of Marketing and Marketing Applications.***

***A 20-page Market Research Paper is a requirement for this class.***

***Participation in the Google Classroom & Class “Remind” is mandatory.***

Students are given opportunities to participate in a wide range of volunteer community service activities spearheaded by the marketing classes, including: Franklinville’s Community Day, NJDECA’s Annual Community Service Project, Jeepers Creepers Halloween Event, The Clean Roads Project, Thanksgiving Feast for the Homeless, Shoes that Fit, Holiday Santa Welcome and Tree Lighting, Wardrobe to Work - Career Clothing Drive, and Community Easter Egg Hunt.

All of these volunteer/service experiences occur in the Franklinville community, or with Delsea High School. For the majority of the school year, students have at least one of the volunteer/service events listed, available for their participation. Students may volunteer and receive a portion of their cumulative grade, for their attendance/participation.

***Textbook for the course:***

Marketing Essentials/Glencoe-McGraw Hill

Mark-Ed LAPS

***Grade is based on:***

50% In-Store Performance (SBE). 45% Tests, Quizzes, & Projects. 5% DECA & Service/Leadership.

***What is DECA?***

DECA (Distributive Education Clubs of America) is an international association of marketing students, that provides members and advisors with development activities in all fields related to business and marketing.

DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. The strong organization prepares emerging leaders and entrepreneurs, through rigorous application, competition, and networking.

DECA’s programs and activities have constantly evolved as it uses the latest technology and applies cutting edge educational research. DECA’s core focus has remained consistent and is captured in our mission:

***DECA’s mission:***

*to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.*

***Visit:*** [***www.deca.org***](http://www.deca.org)

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| **NJ CTE** **STANDARDS:**  **9.3.MK.1**  Describe the impact of economics, economics  systems and entrepreneurship on marketing.  **9.3.MK.2**  Implement marketing research to obtain and evaluate   information for the creation of a marketing plan.  **9.3.MK.3**  Plan, monitor, manage and maintain the use of  financial resources for marketing activities.  **9.3.MK.4**  Plan, monitor and manage the day‐to-day  activities required for continued marketing  business operations.  **9.3.MK.5**  Describe career opportunities and the  means to achieve those opportunities in each of  the Marketing Career Pathways.  **9.3.MK.6**  Select, monitor and manage sales and  distribution channels.  **9.3.MK.7**  Determine and adjust prices to maximize return  while maintaining customer perception of value.  **9.3.MK.8**  Obtain, develop, maintain and improve a product  or service mix in response to market opportunities.  **9.3.MK.9**  Communicate information about  products, services, images and/or ideas to achieve  a desired outcome.  **9.3.MK.10**  Use marketing strategies and processes  to determine and meet client needs and wants. |
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**Course Outline:**

Program Orientation

* Grading Policy
* DECA Orientation
* Classroom Expectations

Workplace Safety

Market Research/Planning

* Primary/Secondary Data
* Market Surveys
* Target Pricing

Safety:

* Emergencies & Evacuations

Product/Service Planning

* Product Mix
* Product Life Cycle
* Product Consistency
* Sales Forecasting

Distribution:

* Inventory Control/Warehousing
* The Receiving Process
* The Buying Process
* Wholesale and Retail Buying

Pricing:

* Calculating Stock/Cost/Breakeven
* Psychological Pricing
* Pricing Math

Promotion:

* Displays/Merchandising
* Branding /Packaging & Labeling

Safety & Stress Management

Selling & Security

* Ethics

Human Relations

Customer Service

* Customer Retention
* Saying “No”

Workplace Readiness

* Job Hunter’s Strategies
* Management Project-Create an Employee Training Program.

**RCGC Credit: Articulation for IntroBUS101**

**Exit Test: NOCTI Retail Merchandising**

5% DECA & Service/Leadership

**Career Ready Practices**

CRP1. Act as a responsible and contributing citizen and employee

CRP2. Apply appropriate academic and technical skills.

CRP3. Attend to personal health and financial well-being.

CRP4. Communicate clearly and effectively and with reason.

CRP5. Consider the environmental, social and economic impacts of decisions.

CRP6. Demonstrate creativity and innovation.

CRP7. Employ valid and reliable research strategies.

CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.

CRP9. Model integrity, ethical leadership and effective management.

CRP10. Plan education and career paths aligned to personal goals.

CRP11. Use technology to enhance productivity.

CRP12. Work productively in teams while using cultural global competence.

**Career Awareness and Exploration**

CAEP.9.2.12.C.1 Review career goals and determine steps necessary for attainment.

CAEP.9.2.12.C.3 Identify transferable career skills and design alternate career plans.

CAEP.9.2.12.C.4 Analyze how economic conditions and societal changes influence employment trends and future education.

CAEP.9.2.12.C.5 Research career opportunities in the United States and abroad that require knowledge of world languages and diverse cultures.

CAEP.9.2.12.C.6 Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business.

CAEP.9.2.12.C.7 Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace.

CAEP.9.2.12.C.8 Assess the impact of litigation and court decisions on employment laws and practices.

CAEP.9.2.12.C.9 Analyze the correlation between personal and financial behavior and employability.

**Language Arts**

CCSS.ELA-Literacy.SL.11-12.5 Make strategic use of digital media (e.g., textual, graphical, audio, visual, and interactive elements) in presentations to enhance understanding of findings, reasoning, and evidence and to add interest.

LA.11-12.CCSS.ELA-Literacy.CCRA.RI.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

LA.11-12.CCSS.ELA-Literacy.CCRA.RL.1 Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

LA.11-12.CCSS.ELA-Literacy.CCRA.RL.2 Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.

**Mathematics**

MA.9-12.4.1 All students will develop number sense and will perform standard numerical operations and estimations on all types of numbers in a variety of ways.

MA.9-12.N-Q.A - Reason quantitatively and use units to solve problems.

Data are gathered, displayed, summarized, examined, and interpreted to discover patterns and deviations from patterns

CCSS.Math.Content.HSS-CP Conditional Probability and the Rules of Probability

CCSS.Math.Content.HSS-IC Making Inferences and Justifying Conclusions

**Technology**

TECH.8.1.12 All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.

TECH.8.1.12.B Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.

TECH.8.1.12.C Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.

TECH.8.1.12.E Students apply digital tools to gather, evaluate, and use information.

TECH.8.1.12.F Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.