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| --- | --- | --- | --- | --- | --- |
| September-June(all months) | The DECA Connection |  | * DECA participation is a mandatory, integral part of the curriculum for which students receive a participation grade. This is equivalent to 5% of the students overall grade for the course.
* Assessment of participation is through teach observation
* Activities are spread throughout the curriculum and certain activities will repeat over the course of the year.
* Students who choose not to attend a conference (non-mandatory component),will receive an alternative assignment for which they will receive a participation grade.
 | * DECA opportunities and business/community connections: students need to know how to plan, organize, strategize, execute, reflect, and evaluate outcomes,
 | **DECA Career Exploration** **(**DECA research topics, competitions, and campaigns)* Professional guest speakers from industry and education
* Monthly Professional Dress Day

**DECA community events:****Sept*** Franklin Twp Day

**Oct*** Jeepers Creepers
* Clean Roads Project

**Nov & Dec*** Shoes That Fit

**Sept-Jan*** NJ Community Service Project,
* Public Relations – The Thank You Project
* Financial Literacy Promotion Project-Avenues of Change
* Entrepreneurship Promotion Project-

**Feb*** Teens for Teens

**Apr*** Clean Roads Project

**DECA fundraising events****Sept*** Mum Sale

**Sept-Nov*** Football Raffle
* Coin Drop
* Chick Fil A Day
* Pretzel Friday

**Jan*** Otis Muffin fundraiser

**Feb*** Valentine’ Sweetheart Cart

**March*** DECA Brunch & Baskets
* Coin Drop
* Dining Out

**June*** Graduation fundraiser

**DECA Campaigns:****Sept*** 20-20-20-Alumni and Business Partner Campaign

**Oct-Nov*** The Idea Challenge
* DECA Month - Promotion and Advocacy Campaign

**May-June*** DECA Elections

**DECA Conferences:*** COLT Conference
* Regional Career Conference
* State Career Conference
* International Career Conference
 |
| September (14 Days) | 1. Operations/Training | 12.9.3.MK-COM12.9.3.MK.912.9.3.MK-MER.212.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.612.9.3.MK-MER.312.9.3.MK.4CRP.K-12.CRP2CRP.K-12.CRP2.1CAEP.9.2.12.C.7CRP.K-12.CRP11CRP.K-12.CRP9CAEP.9.2.12.C.9CAEP.9.2.12.C.6CRP.K-12.CRP3 |  • Class Discussion• Group Work - Inventory tracking reports• Group Work -"X" & "Z" register reading• Guided Practice• Oral Response/Random Questioning• Peer Evaluations - Monthly Store Performance Review• Performance Assessment• Quiz - "X" Reading• Quiz - Employee Handbook Quiz• Teacher ObservationsStore Performance Task/Evaluation Rubric | * Classroom Expectations
* Employee Handbook implementation
* Financial procedures
* Store Operations
 | * SLE – Daily Lab Participation
* Rules & Procedures
* Store Layout
* Equipment training(Small electronics and other food equipment, food storage, chemical handling)
* Inventory control (stockroom selling floor, showcase, and web store merchandise management)
* Cash register training
* Merchandise handling (promotion, display, and damages)
* Google Classroom,
* Google Apps
* Crusader Café Webstore management
 |
| September(5 Days) | 2. Safety – Personal & Workplace | 12.9.3.MK.912.9.3.MK-COM.112.9.3.MK-MGT.712.9.3.MK-MER.412.9.3.MK-MER.212.9.3.MK-COM.512.9.3.MK-COM.212.9.3.MK-SAL.112.9.3.MK-MER.712.9.3.MK-MGT.212.9.3.MK-MGT.412.9.3.MK.412.9.3.MK.1012.9.3.MK.5CRP.K-12.CRP2CRP.K-12.CRP8CRP.K-12.CRP1CRP.K-12.CRP12CRP.K-12.CRP3 -  | • Class Discussion• Group Work• Oral Response/Random Questioning• Peer Evaluations• Quiz - Administering First Aid• Quiz - Fire & Egress• Teacher Observations | * Health, safety, and environmental management systems
* OSHA practices
* Slips, Trips, & Falls
* NSLP food & nutrition guidelines
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* The white book (store procedures) setup
* Food handling procedures (preparation, FIFO, refrigeration/freezing, cleaning, sanitizing, disposing, etc)
* Inventory management procedures for stocking, storing and merchandising.(sizing, pricing, ticketing, counting, rotating, displaying, merchandizing)
* Accidents, first aid
* Nutrition standards and guides
 |
| October(5 days) | 3. Safety – Reporting Accidents/OSHA | 12.9.3.MK-COM12.9.3.MK-COM.312.9.3.MK-COM.112.9.3.MK12.9.3.MK-MGT.712.9.3.MK-MER.212.9.3.MK-MER.112.9.3.MK-MGT.212.9.3.MK-MGT.412.9.3.MK-MGT.1CRP.K-12.CRP2CRP.K-12.CRP4CRP.K-12.CRP9CRP.K-12.CRP1CRP.K-12.CRP3  | • Class Discussion• Group Work• Guided Practice• Oral Response/Random Questioning• Peer Evaluations• Quiz - Accident Reports• Quiz: Slips, Trips, & Falls• Teacher Observations• Unit Test - Workplace Safety | * Management of safety, health and prevention procedures
* Accident prevention
* Creating a safe work environment
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Accident Reports
* First Aid Response
 |
| October/November(28 days) | 4. Marketing Information Management | 12.9.3.MK-COM.312.9.3.MK-RES12.9.3.MK-MER.812.9.3.MK.212.9.3.MK-MER.612.9.3.MK-MGT.312.9.3.MK.1012.9.3.MK.5CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP7CRP.K-12.CRP6CRP.K-12.CRP10 | • Class Discussion• Group Work• Guided Practice• Oral Response/Random Questioning• Peer Evaluations• Performance Assessment• Presentations - The Retail Market Survey Results• Project - Market Surveys• Quiz - Market Segmentation• Quiz - Marketing Information Management Vocabulary• Quiz - The Market Research Process• Teacher Observations Marking Period Assessment• Oral Product/Presentation Rubric• Partner Project - The Market Research Paper• Performance Task/Evaluation Rubric• Written Product/Evaluation Rubric | * Market Segmentation
* Market Information Systems
* Types, trends, and Limits of Market Research
* Conducting Market Research
* The Market Research Process
* The Market Survey
* The Market Research Analysis
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Exploring the research process
* Project: Implementing a market survey
* Collecting Data
* Analyzing and presenting results
* Partner presentations
* Creating realistic recommendations
* Project: Research Manuals
 |
| November/(10 days) | 5. Product/Service Planning | 12.9.3.MK.712.9.3.MK.912.9.3.MK-MGT.512.9.3.MK-MGT.712.9.3.MK-MER.212.9.3.MK-SAL.112.9.3.MK-MER.712.9.3.MK-MER.112.9.3.MK.612.9.3.MK-MER.312.9.3.MK.812.9.3.MK-SAL.212.9.3.MK.412.9.3.MK.1012.9.3.MK-COM.4CRP.K-12.CRP2CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12 | • Class Discussion• Oral Response/Random Questioning• Project - The product's Life Cycle• Quiz - The steps of product positioning• Quiz - Vocab: Product Service Management• Teacher Observations• Written Activity• Performance Task/Evaluation Rubric• Unit Test on Product/Service Planning | * Product planning
* Product mix Market research
* Sustaining product sales
 | * SLE – Daily Lab Participation
* Google Classroom,
* Google Apps
* Crusader Café Webstore management
* Project – Market Research Manuals
* Industry exploration
* Project – The Product Life Cycle
* LAP Packets
* Reading Activities & Discussion
 |
| November/December(10 days) | 6. Distribution-Purchasing | 12.9.3.MK-MGT.712.9.3.MK-MGT.612.9.3.MK-MER.812.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK.612.9.3.MK.812.9.3.MK.1012.9.3.MK-COM.412.9.3.MK.7CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12CRP.K-12.CRP3 | • Class Discussion• Oral Response/Random Questioning• Quiz - Calculating Stock Levels• Quiz - Purchasing Vocabulary• Quiz - The Role of the Buyer• Quiz-Open to Buy• Teacher Observations• Written Activity• Performance Task/Evaluation Rubric• Project - The Market Research Paper• Project - What Where and How Much to Buy• Unit Test - Purchasing | * Market research
* The Buying Process
* The Role of the Buyer
* The six-month merchandising Plan
* Chain Store Buying
* What, Where, and How Much to Buy
* Calculating Stock Levels
* Cost Calculations
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Project: 6 month merch plan
* Retail Math Activities
* LAP Packets
* Reading Activities & Discussion
 |
| December/January(10 days) | 7. Distribution | 12.9.3.MK-COM12.9.3.MK.912.9.3.MK-MER.812.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.612.9.3.MK-MGT.212.9.3.MK-MER.312.9.3.MK-MGT.412.9.3.MK.312.9.3.MK.412.9.3.MK.712.9.3.MK-MGT.112.9.3.MK-COM12.9.3.MK.912.9.3.MK-MER.812.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.612.9.3.MK-MGT.212.9.3.MK-MER.312.9.3.MK-MGT.412.9.3.MK.312.9.3.MK.412.9.3.MK.712.9.3.MK-MGT.1 | • Class Discussion• Group Work - Inventory Reconcilliation• Guided Practice• Oral Response/Random Questioning• Peer Evaluation - Store Performance Evaluation• Performance Assessment• Presentations• Project - Calculating Inventory Turnover• Quiz - Distribution Vocabulary• Quiz - Stock Handling• Quiz- The Receiving Process• Teacher Observations• Written Activity• Group Project - Store Inventory Counts• Group Project - The Market Research Paper• Marking Period Assessment - Channel Management• Unit Test - Distribution | * Stock Handling
* The Receiving Process
* Inventory Turnover
* Warehousing and Storing
* Inventory Control Systems
* Stock Handling
* DECA Regional testing
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Complete a blind check
* Implement FIFO/LIFO systems
* Utilize receiving records
* LAP Packets
* Reading Activities & Discussion
 |
| January(5 days) | 8.Safety - Ergonomics/Stress Management | 12.9.3.MK.912.9.3.MK-COM.212.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.4CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12CRP.K-12.CRP3 | • Class Discussion• Quiz - Ergonomics Stress Management Vocabulary• Teacher Observations Unit Project - Creating a Healthy Workplace Environment | * Market Research Manuals
* Positioning: Video Display Terminals
* Office Lighting
* Chair Positioning
* Prolonged Telecommunications
* DECA Regional Conference
* Marking Period Assessment
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Position and lighting applications
* LAP Packets
* Reading Activities & Discussion
* Preparation for marking period assessment
 |
| February(10 days) | 9. Pricing | 12.9.3.MK12.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK-RES.312.9.3.MK-MER12.9.3.MK-COM.4CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12CRP.K-12.CRP3 | • Class Discussion . • Group Work . • Guided Practice . • Oral Response/Random Questioning . • Peer Evaluation - Store Performance Evaluation . • Peer Evaluations . • Performance Assessment . • Project- Maintained Mark up and ROI . • Quiz - Calculating Discounts . • Quiz - Calculating Prices - Mark Up & Mark Down . • Quiz - Psychological Pricing . • Quiz Price Planning Vocabulary . • Teacher Observations . • Written Activity .• Performance Task/Evaluation Rubric• Unit Test - Price Planning & Pricing Calculations | * Price Planning
* Factors Affecting Pricing
* Pricing Strategies
* Calculating Prices
* Calculating Discounts
* Competition preparation
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Pricing function application
* Calculate break even
* LAP Packets
* Reading Activities & Discussion
 |
| February(5 days) | 10. Retail Math | 12.9.3.MK.912.9.3.MK-COM.112.9.3.MK-COM.212.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK-RES.112.9.3.MK.812.9.3.MK-MER12.9.3.MK.10CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12CRP.K-12.CRP3 | • Quiz - Determining Point of Sale• Quiz - Retail Math Vocabulary• Teacher Observations• Marking Period Assessment - Price Planning, Calculations, And Discounts• Unit Test - Retail Math Calculations | * Cash Register Math
* The Cash Drawer
* Point of Sale Math
* Terminal Close-out
* State Competition Preparation
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Retail Math applications
* Cash Terminal Activities
* LAP Packets
* Reading Activities & Discussion
 |
| February/March(25 days) | 11. Promotion | 12.9.3.MK-COM12.9.3.MK.912.9.3.MK-RES12.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.212.9.3.MK.812.9.3.MK.112.9.3.MK-MER12.9.3.MK.1012.9.3.MK.7CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12 | • Class Discussion• Group Project - Superbowl Promotion• Oral Response/Random Questioning• Project - Create a visual Display• Quiz - Promotion Vocabulary• Teacher Observations• Written Activity• Rubrics• Display Project• Marking Period Assessment• Peer Evaluation - Store Performance Evaluation• Unit Test - Promotion and Promotional Strategies | * Promotional Mix
* Selecting Media
* Print Advertisement
* Publicity
* Visual Merchandising
* The Display Project
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Superbowl Display Project
* LAP Packets
* Reading Activities & Discussion
 |
| March/April(15 days) | 12. Product/Service Management | 12.9.3.MK-COM12.9.3.MK.912.9.3.MK-RES.212.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.612.9.3.MK-RES.312.9.3.MK.312.9.3.MK-MER12.9.3.MK.412.9.3.MK.7CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12 | • Class Discussion• Group Presentation-Brand Recognition, Brand Loyalty, and Brand Insistence• Oral Response/Random Questioning• Peer Evaluation-Store PerformanceEvaluation• Project - Obtaining Product Information• Quiz Product/Service Management Vocabulary• Quiz - Labeling standards• Quiz - Warranties and Guarantees• Teacher Observations• Written Activity• Marking Period Assessment• PROJECT: Branding, packaging, & labeling• Unit Test - Product Service Management | * Project – Logo Design
* Product Planning Review
* Branding
* Packaging
* Ensuring Safe Use with Packaging
* Contemporary Packaging Issues
* Labeling
* Labeling Laws
* Warranties & Guarantees
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Design a school store product logo
* LAP Packets
* Reading Activities & Discussion
 |
| April(15 days) | 13. Selling & Security Procedures | 12.9.3.MK-COM12.9.3.MK.912.9.3.MK-MER.812.9.3.MK-MER.712.9.3.MK-SAL12.9.3.MK-MGT12.9.3.MK.112.9.3.MK.412.9.3.MK.1012.9.3.MK.5CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP12CRP.K-12.CRP3 | • Class Discussion• Quiz - Ethics in Selling• Quiz- Ethics Vocabulary• Teacher Observations• Written Activity• Marking Period Assessment• Unit Test - Business Risks and Ethics | * Ethics in Selling
* Addressing Customer Needs
* Facilitating Customer Buying Decisions
* Retail Security Procedures
* Risk Management for Business
* Marking period Assessment
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Ethics Scenarios
* LAP Packets
* Reading Activities & Discussion
* Preparation for marking period assessment
 |
| May/June(20 days) | 14. Human Resource Management & Professional Development | 12.9.3.MK-COM12.9.3.MK-MGT.712.9.3.MK-RES.212.9.3.MK-SAL12.9.3.MK-MER.112.9.3.MK-RES.312.9.3.MK.112.9.3.MK.412.9.3.MK.5CRP.K-12.CRP2CRP.K-12.CRP5CRP.K-12.CRP4CRP.K-12.CRP11CRP.K-12.CRP9CRP.K-12.CRP8CRP.K-12.CRP7CRP.K-12.CRP1CRP.K-12.CRP6CRP.K-12.CRP10CRP.K-12.CRP12CRP.K-12.CRP3CRP.K-12.CRP10.1 | • Class Discussion• Group Work• Group Work - Prioritizing Tasks• Guided Practice• Oral Response/Random Questioning• Peer Evaluations• Performance Assessment• Presentation - Handling Difficult Customers• Presentation - Role Play - Mock Interviews• Project - Setting Goals• Quiz - Time Management• Teacher Observations• Written Activity• Oral Product/Presentation Rubric• Performance Task/Evaluation Rubric• Unit Test - Human Resource Management | * Saying "no"
* Time Management
* Setting Goals
* Employability
* Employee Training Programs
* Project - Design an Employee Training Program
* Human Relations
* Handling Constructive Criticism
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Create a personal goal chart
* Identify employee leads
* Customer Service Scenarios
* Project- Create Employee Training Manual
* LAP Packets
* Reading Activities & Discussion
 |
| OctoberJanuaryApril | 15. Marking Period Assessments | See all standards above | • Study Guide Review• Teacher Observations* Marking Period Assessment
 | * Various topics covered
 | * Various activities integrated
 |
| June(3 days) | 16. Exit Test  | See all standards above | * This exit test & performance also counts as the 4th marking period assessment
* The student's outcome will be reflective of 50% online test and 50% performance to complete the overall exit test score
 | * Comprehensive online test will cover all topics previously listed
* Presentation of various store performance activities as per NOCTI testing guidelines, to an industry judge
 | * SLE – Daily Lab Participation
* Google Classroom
* Google Apps
* Crusader Café Webstore management
* Preparation materials and practice
 |