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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-COM  12.9.3.MK.9  12.9.3.MK-MER.2  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.6  12.9.3.MK-MER.3  12.9.3.MK.4  CRP.K-12.CRP2  CRP.K-12.CRP2.1  CAEP.9.2.12.C.7  CRP.K-12.CRP11  CRP.K-12.CRP9  CAEP.9.2.12.C.9  CAEP.9.2.12.C.6  CRP.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 Observations  Store 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.9  12.9.3.MK-COM.1  12.9.3.MK-MGT.7  12.9.3.MK-MER.4  12.9.3.MK-MER.2  12.9.3.MK-COM.5  12.9.3.MK-COM.2  12.9.3.MK-SAL.1  12.9.3.MK-MER.7  12.9.3.MK-MGT.2  12.9.3.MK-MGT.4  12.9.3.MK.4  12.9.3.MK.10  12.9.3.MK.5  CRP.K-12.CRP2  CRP.K-12.CRP8  CRP.K-12.CRP1  CRP.K-12.CRP12  CRP.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-COM  12.9.3.MK-COM.3  12.9.3.MK-COM.1  12.9.3.MK  12.9.3.MK-MGT.7  12.9.3.MK-MER.2  12.9.3.MK-MER.1  12.9.3.MK-MGT.2  12.9.3.MK-MGT.4  12.9.3.MK-MGT.1CRP.K-12.CRP2  CRP.K-12.CRP4  CRP.K-12.CRP9  CRP.K-12.CRP1  CRP.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.3  12.9.3.MK-RES  12.9.3.MK-MER.8  12.9.3.MK.2  12.9.3.MK-MER.6  12.9.3.MK-MGT.3  12.9.3.MK.10  12.9.3.MK.5  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP7  CRP.K-12.CRP6  CRP.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.7  12.9.3.MK.9  12.9.3.MK-MGT.5  12.9.3.MK-MGT.7  12.9.3.MK-MER.2  12.9.3.MK-SAL.1  12.9.3.MK-MER.7  12.9.3.MK-MER.1  12.9.3.MK.6  12.9.3.MK-MER.3  12.9.3.MK.8  12.9.3.MK-SAL.2  12.9.3.MK.4  12.9.3.MK.10  12.9.3.MK-COM.4  CRP.K-12.CRP2  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.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.7  12.9.3.MK-MGT.6  12.9.3.MK-MER.8  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK.6  12.9.3.MK.8  12.9.3.MK.10  12.9.3.MK-COM.4  12.9.3.MK.7  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP12  CRP.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-COM  12.9.3.MK.9  12.9.3.MK-MER.8  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.6  12.9.3.MK-MGT.2  12.9.3.MK-MER.3  12.9.3.MK-MGT.4  12.9.3.MK.3  12.9.3.MK.4  12.9.3.MK.7  12.9.3.MK-MGT.1  12.9.3.MK-COM  12.9.3.MK.9  12.9.3.MK-MER.8  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.6  12.9.3.MK-MGT.2  12.9.3.MK-MER.3  12.9.3.MK-MGT.4  12.9.3.MK.3  12.9.3.MK.4  12.9.3.MK.7  12.9.3.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.9  12.9.3.MK-COM.2  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.4  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP12  CRP.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.MK  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK-RES.3  12.9.3.MK-MER  12.9.3.MK-COM.4  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP12  CRP.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.9  12.9.3.MK-COM.1  12.9.3.MK-COM.2  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK-RES.1  12.9.3.MK.8  12.9.3.MK-MER  12.9.3.MK.10  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP12  CRP.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-COM  12.9.3.MK.9  12.9.3.MK-RES  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.2  12.9.3.MK.8  12.9.3.MK.1  12.9.3.MK-MER  12.9.3.MK.10  12.9.3.MK.7  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.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-COM  12.9.3.MK.9  12.9.3.MK-RES.2  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.6  12.9.3.MK-RES.3  12.9.3.MK.3  12.9.3.MK-MER  12.9.3.MK.4  12.9.3.MK.7  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.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-COM  12.9.3.MK.9  12.9.3.MK-MER.8  12.9.3.MK-MER.7  12.9.3.MK-SAL  12.9.3.MK-MGT  12.9.3.MK.1  12.9.3.MK.4  12.9.3.MK.10  12.9.3.MK.5  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP12  CRP.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-COM  12.9.3.MK-MGT.7  12.9.3.MK-RES.2  12.9.3.MK-SAL  12.9.3.MK-MER.1  12.9.3.MK-RES.3  12.9.3.MK.1  12.9.3.MK.4  12.9.3.MK.5  CRP.K-12.CRP2  CRP.K-12.CRP5  CRP.K-12.CRP4  CRP.K-12.CRP11  CRP.K-12.CRP9  CRP.K-12.CRP8  CRP.K-12.CRP7  CRP.K-12.CRP1  CRP.K-12.CRP6  CRP.K-12.CRP10  CRP.K-12.CRP12  CRP.K-12.CRP3  CRP.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 |
| October  January  April | 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 |