Unit 11 Retailing and Wholesaling

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

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.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Retailers and wholesailers are the forefront of the distribution channel and the affect the marketing decision of the firm.

The major decisions retailers make are centered on their market and positioning, their product assortment and services, their price, their promotion strategies, and where they are located.

Essential Questions

What is retailing?

What is wholesaling?

Knowledge and Skills

1. Explain the role of retailers in the distribution channel and describe the major types of retailers

2. Describe the major retailer marketing decisions

3. Discuss the major trends and developments in retailing

4. Explain the major types of wholesalers and their marketing decisions

Transfer Goals

Some processes are universal whereas others only apply to a small subset.

Understanding the category something belongs to helps determine what rules can be applied.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway