

# UNIT 2: BUYING GOODS AND SERVICES

Content Area: **Business**  
Course(s): **Financial Literacy**  
Time Period: **3 weeks**  
Length: **3 Weeks**  
Status: **Published**

## Unit Overview

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In this unit, students identify important aspects of being a consumer and consumer protection, as well as the rights and responsibilities of consumers.

## Transfer

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Students will be able to independently use their learning to...

- Describe choices consumers make and list ways to be a smart consumer
- Name the consumer rights and list consumer responsibilities
- List the ways to learn consumer skills
- Describe actions consumers can take when they have problems with products

## Meaning

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## Understandings

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Students will understand...

- The types of choices consumers make and the ways to be a smart consumer
- Consumer rights and responsibilities
- Consumer skills and ways to learn them
- The actions consumers can take when they have problems with products

## Essential Questions

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Students will keep considering...

- What are the choices consumers make when buying goods and services?
- Where can consumers make purchases?
- What are the ways to be a smart consumer (consumer research, comparison shopping)?
- What are the rights and responsibilities of consumers?
- What are the actions consumers can take when they have problem with products?
- How can you conserve resources?
- How do consumers learn consumer skills?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know...

- The various factors that influence consumer choices when buying goods and services consumers.
- The various techniques for being a smart consumer
- Seven rights of consumers consumer rights and the six consumer responsibilities
- Ways consumers can learn consumer skills
- Actions consumers can take when they have problems with products

## **Students will be skilled at...**

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Students will be skilled at...

- Describing choices consumers make when buying goods and services
- Identifying types of stores where consumers can make purchases
- Listing ways to be a smart consumer
- Naming the seven rights of consumers
- Listing the basic responsibilities of a consumer
- Explaining how to conserve resources
- Describing ways to learn consumer skills

## **Academic Vocabulary**

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brand name

generic products

comparison shopping

unit price

promotional sale

clearance sale

loss leaders

impulse buying

warranty

consumer rights

consumer movement

product liability

bait and switch

fraud

pollution

conservation

recycling

boycott

## **Learning Goal 1**

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Students will be able to describe the choices consumers have and how to be a smart consumer. Learning Goal includes instruction to satisfy requirements of N.J. Stat. § 18A:35-4.35

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CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP3	Attend to personal health and financial well-being.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible consequences.
TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.D.CS2	Demonstrate personal responsibility for lifelong learning.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.
TECH.8.1.12.F.CS3	Collect and analyze data to identify solutions and/or make informed decisions.

## **Target 1**

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Describe choices consumers make when buying goods and services.

- Describe choices consumers make when buying goods and services.

## **Target 2**

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Identify types of stores where consumers can make purchases.

- Identify types of stores where consumers can make purchases.

### Target 3

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List the ways to be a smart consumer.

- List the ways to be a smart consumer.

### Learning Goal 2

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Describe the seven rights and six responsibilities of consumers.

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### Target 1

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Name the seven rights of consumers.

- Name the seven rights of consumers.

## Target 2

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List the basic responsibilities of a consumer.

- List the basic responsibilities of a consumer.

## Target 3

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Explain how you can conserve resources.

- Explain how you can conserve resources.

## Target 4

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Describe ways you can learn consumer skills.

- Describe ways you can learn consumer skills.

## Summative Assessment

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Unit assessment will be created and will count as a Test grade. In addition, there will be other assessments in the form of a individual or group project and optional presentation.

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## 21st Century Life and Careers

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## **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussions

Do Nows and Closures

Class Polling

Observation

Peer Observation and Critique

Educational Games

Test/Quizzes

Oral Presentation

## **Accommodations/Modifications**

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Differentiation:

Additional resources

NextGen Personal Finance: <https://www.ngpf.org/>

Accommodations/Modifications:

All instruction, labs, activities, and assessments will be modified and enhanced to individual students IEPs and 504s. Additionally, differentiated classroom management strategies will be utilized as to adhere to these student's individual plans.

Enrichment:

DECA international marketing enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated PowerPoints, notes, projects and worksheets

Textbooks - Glencoe Introduction to Business

Internet Resources including (but not limited to): NGPF and Google Classroom

Computer based activities

Document projector

Overhead projector

## **Interdisciplinary Connections**

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LA.L.9-10.2	Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.
LA.L.9-10.2.C	Spell correctly.
LA.WHST.11-12.7	Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
MA.K-12.4	Model with mathematics.
MA.K-12.5	Use appropriate tools strategically.
MA.A-SSE.A.1a	Interpret parts of an expression, such as terms, factors, and coefficients.