

# Retailing: Grades 11, 12

Adopted 2007

## Exploring Retail Marketing

### 1.1 Define terminology

1. Prepare a list of terms with definitions [1.1.1](#)
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### 1.2 Describe the purposes of retailing and the value to consumers

1. Research the purposes of retailing and the value to consumers [1.2.1](#)
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### 1.3 Describe a brief history of each type or method of retailing (Ex. Trading post, peddler, brick and mortar, e-commerce)

1. Research and write a paper on the changes in retailing since World War II and discuss the causative factors [1.3.1](#)
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### 1.4 Describe the two types of retail marketing businesses

1. Research recent business periodicals to make a list of the top ten retailers in each of the two types of retail businesses [1.4.1](#)
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### 1.5 Delineate the different channels of distribution

1. Trace through each of the channels of distribution from producer to consumer using a visual aid [1.5.1](#)
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### 1.6 Explain marketing business by type of ownership, goods or services sold, non-store retailing, pricing and location

1. Participate in a group effort to collect and classify examples of retail businesses by type, services, pricing, location and sub-classification [1.6.1](#)
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## Economics of Marketing

### 2.1 Define terminology

1. Prepare a list of terms with definitions [2.1.1](#)
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### 2.2 Discuss economic system (supply and demand)

1. Write an essay explaining the difference between a need and a want with emphasis on economic and non-economic [2.2.1](#)
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### 2.3 Identify the categories of resources of an economy (land, labor, capital, human)

1. Analyze and defend the statement, All resources are limited [2.3.1](#)

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**2.4 List the major elements of a free-enterprise system (competition, pricing, products/services, location, distribution)**

1. Compare and contrast the advantages and disadvantages of a free-enterprise system to a person operating a retail business [2.4.1](#)
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**2.5 Explain the characteristics of capitalism in America as opposed to global economic systems**

1. Compare two diverse global economic systems [2.5.1](#)
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**2.6 Cite the different types of business ownerships**

1. Prepare a list of advantages and disadvantages of sole proprietorship, partnership and corporations [2.6.1](#)
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**Managing Human Resources**

**3.1 Define terminology**

1. Prepare a list of terms with definitions [3.1.1](#)
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**3.2 List the benefits and compensation plans an employee can expect from an employer**

1. Compile a comprehensive list of benefits and compensations received by each employed class member for comparison [3.2.1](#)
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**3.3 Explain workplace skills an employer can expect from an employee**

1. Using sample employee evaluation forms gathered from employers and develop a cumulative list of skills needed for good employer/employee relations [3.3.1](#)
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**3.4 Paraphrase the Civil Rights Act of 1964 and the Age Discrimination Act**

1. Assess the effects of the Civil Rights Act of 1964 and The Age Discrimination Act on retail hiring practices [3.4.1](#)
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**3.5 Identify sources that retailers use to find potential employees (Ex. Internet, newspaper, head hunters, word of mouth)**

1. Collect and display examples of employee recruitment techniques used by employers [3.5.1](#)
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**3.6 Research the skills an employee should master to be an effective team member**

1. Demonstrate through role play these team work skills [3.6.1](#)
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**3.7 Explain the benefits of job training**

1. Interview employers to determine various types of training available in retailing [3.7.1](#)

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**3.8 Delineate the reasons for continuous retail training and some of the methods used in continuous training**

1. Appraise the role of student/professional organizations in marketing and retail management 3.8.1
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**Human Relations**

**4.1 Define terminology**

1. Prepare a list of terms with definitions 4.1.1
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**4.2 List various positive attitudes for all workers**

1. Demonstrate through role play various positive attitudes for all workers 4.2.1
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**4.3 Identify ways an individual can contribute to teamwork**

1. Participate in a committee meeting to decide on a project 4.3.1
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**4.4 Explain the difference between active and passive listening**

1. Develop guidelines for developing active listening and for written/spoken messages 4.4.1
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**Retail Selling**

**5.1 Define terminology**

1. Prepare a list of terms with definitions 5.1.1
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**5.2 Cite the steps in a sale of shopping goods**

1. Prepare props and a scenario for a role play in which the steps in the sale of shopping goods are exemplified 5.2.1
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**5.3 List various occupational levels in the area of sales**

1. On an organizational chart plot the duties, responsibilities and education needed to be a sales clerk, salesperson, or sales representative 5.3.1
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**5.4 List the questions that must be addressed in a product or service analysis**

1. Prepare a list and Identify a product or service analysis 5.4.1
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**5.5 Explain the dynamics of determining when to approach customers**

1. Practice approach using role play 5.5.1
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**Facilities and Operations**

**6.1 Define terminology**

1. Prepare a list of terms with definitions 6.1.1

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## 6.2 Give considerations in planning a store layout

1. Analyze the physical placement of goods in a store relative to sales amounts and percentages 6.2.1
2. Develop appropriate layouts for feature, impulse, and staple goods in a moderate-size store facility 6.2.2
3. Identify a retail store you believe has a good lighting system. Compile a list of the various types of lighting used, and merchandise featured under a special lighting 6.2.3

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## 6.3 Identify various forms of customer service in retail establishment

1. Chart the different services offered by a major department store, hardware store, discount store, or auto dealership to determine a comparison 6.3.1
2. Visit several different kinds of retail stores to determine the difference between self-service and self-selection 6.3.2

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## 6.4 Identify the basic types of retail credit and factors which retailers use to determine how to grant credit

1. Research laws in your state and write a paper on actions that can be taken by merchants to ensure prompt payment /to collect delinquent payments 6.4.1

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## Handling/Processing Merchandise

### 7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

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### 7.2 The steps in the receiving and checking-in process of merchandise for a typical retail store

1. Diagram and describe how you would handle the daily receipt of 50-60 boxes and packages of merchandise for X-Y-Z Variety Store 7.2.1
2. Determine how the receiving procedures in supermarkets differ from those in furniture stores and present your findings to the class 7.2.2

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### 7.3 Explain the role of technology in logistics and distribution

1. Compare and contrast various types of distributors 7.3.1
2. Develop an appropriate distribution strategy for various types of retailers 7.3.2

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### 7.4 Identify the various types of price coding

1. Collect from department or variety stores examples of the following: pin tag, string, tag, gummed label and electronic bar tag to compare information 7.4.1
2. Make up two cost codes, one using letters and one using numbers; record various prices as examples 7.4.2

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### 7.5 Compare the various types of stock control

1. In a short paper, explain why more than one system of stock control would be necessary for some stores 7.5.1

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## **7.6 Discuss asset control measures**

1. By using one of various methods, identify a major national retailer and research their asset protection policy [7.6.1](#)
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## **Location Analysis and Selection**

### **8.1 Define terminology**

1. Prepare a list of terms with definitions [8.1.1](#)
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### **8.2 Discuss demographic market research as it relates to store location**

1. Create a list of local retailers and identify the target market of each [8.2.1](#)
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### **8.3 Identify sources of secondary information and methods of gathering primary information**

1. Collect data on the number of stores in your area using one of the collection methods described. Detail the advantages and disadvantages of your choice [8.3.1](#)
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### **8.4 Describe the kinds of shopping malls, multi-use malls and mega malls**

1. Analyze which type of malls are appropriate for various demographic areas [8.4.1](#)
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## **Careers in Retailing**

### **9.1 Define terminology**

1. Prepare a list of terms with definitions [9.1.1](#)
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### **9.2 List expectations potential employees may have about their jobs and identify qualities needed for success**

1. As a class prepare a survey of class members, school personnel, family members, business persons, and compile data to answer this question for your geographic area [9.2.1](#)
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### **9.3 The reasons that school career-planning and placement offices are more effective job information sources**

1. Visit your high school counselor's office to discuss careers in marketing [9.3.1](#)
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### **9.4 Explain how interest and aptitude test help identify career choices and name sources of job information**

1. Identify examples of aptitude tests for class discussion [9.4.1](#)
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### **9.5 Describe training and education necessary to obtain a career in retailing**

1. Use the Internet to research the requirements needed to pursue a career in retailing [9.5.1](#)
2. Complete and print an online employment application and resume [9.5.2](#)

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## **9.6 Describe the potential for employment and opportunities for advancement**

1. Using the Occupational Outlook Handbook, research a career in retail of personal interest and discuss the potential for employment and opportunities for advancement [9.6.1](#)