

DISTRICT OFFICE USE ONLY: KHSD COURSE CODE #: 8406 APPROVED BY BOARD: _____

KHSD Career Technical Education Course of Study

Retail Sales

DATE: **6/29/18**
 INDUSTRY SECTOR: **Marketing, Sales, and Service**
 PATHWAY: **Professional Sales**
 CBEDS TITLE: **Advanced Professional Sales**
 CBEDS Code: **8321**

HOURS:

Total	Classroom	Laboratory/CC/CVE
270	144	126

JOB TITLE	ONET CODES	JOB TITLE	ONET CODES
Retail Salesperson	41-2031-00	Cashiers	41-2011-00
Merchandise Displayers and Window Trimmers	27-1026-00	Customer Service Representatives	43-4051--00
Stock Clerks, Sales Floor	43-5081-01		

COURSE DESCRIPTION: This one-semester course combines classroom instruction and on-the-job experiences in retail sales. The curriculum includes instruction in sales skills, customer service, communications, telephone techniques, register operation, making change, and display basics. This course also includes techniques in applying for a job, and requires an Employment Portfolio, a career plan, and a successful completion of interviews. Community classroom on-the-job training is an integral part of the course. Students are required to adhere to Community Classroom dress code for job training. Students should have good math and communication skills. Previous classes in speech, sales, and math would be helpful. Mathematics is integrated throughout the course through class instruction and practical retail sales application. This course carries up to five units in math credit toward high school graduation.

PREREQUISITES:

High School Name:	Site Prerequisite:
Regional Occupational Center	Retail Sales

A – G APPROVAL: Yes No Desired APPROVAL AREA: G

ARTICULATION OR DUAL ENROLLMENT:

High School Name:	College Name:	College Course Title:	Articulation or DE:

LEVEL: **Introductory** **Concentrator** **Capstone**

INDUSTRY RECOGNIZED CERTIFICATION:

High School Name:	Name of Certification	Description:
Regional Occupational Center	Precision Exam	
Regional Occupational Center	Get Safety Trained	

METHOD OF STUDENT EVALUATION:

- ✓ Pre and Post test
- ✓ Quiz'
- ✓ Student Projects
- ✓ Written work
- ✓ Observation record of student performance
- ✓ Completion of assignments and worksheets
- ✓ Demonstration
- ✓ Discussion
- ✓ Outside Reading
- ✓ Class Participation
- ✓ Oral Presentations
- ✓ Slide based presentations
- ✓ Employment Portfolio
- ✓ Competitions
- ✓ Sales Demonstrations

METHOD OF INSTRUCTION:

- ✓ Lecture
- ✓ Group and individual applied projects
- ✓ Demonstration
- ✓ Field Trips
- ✓ Guest Speakers
- ✓ Slide based presentations
- ✓ Visuals

RECOMMENDED TEXTS:

Click here to enter text.

CALIFORNIA CAREER TECHNICAL EDUCATION MODEL CURRICULUM STANDARDS

California Department of Education CTE Standards website: <http://www.cde.ca.gov/ci/ct/sf/ctemcstandards.asp>

**Marketing, Sales, and Services
KNOWLEDGE AND PERFORMANCE ANCHOR STANDARDS**

1.0 Academics

Analyze and apply appropriate academic standards required for successful industry sector pathway completion leading to postsecondary education and employment. Refer to the Marketing, Sales, and Services academic alignment matrix for identification of standards.

2.0 Communications

Acquire and accurately use Marketing, Sales, and Services sector terminology and protocols at the career and college readiness level for communicating effectively in oral, written, and multimedia formats. (Direct alignment with LS 9-10, 11-12.6)

2.1 Recognize the elements of communication using a sender–receiver model.

2.2 Identify barriers to accurate and appropriate communication.

2.3 Interpret verbal and nonverbal communications and respond appropriately.

2.4 Demonstrate elements of written and electronic communication such as accurate spelling, grammar, and format.

2.5 Communicate information and ideas effectively to multiple audiences using a variety of media and formats.

2.6 Advocate and practice safe, legal, and responsible use of digital media information and communications technologies.

3.0 Career Planning and Management

Integrate multiple sources of career information from diverse formats to make informed career decisions, solve problems, and manage personal career plans. (Direct alignment with SLS 11-12.2)

3.1 Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.

3.2 Evaluate personal character traits such as trust, respect, and responsibility and understand the impact they can have on career success.

3.3 Explore how information and communication technologies are used in career planning and decision making.

3.4 Research the scope of career opportunities available and the requirements for education, training, certification, and licensure.

3.5 Integrate changing employment trends, societal needs, and economic conditions into career planning.

3.6 Recognize the role and function of professional organizations, industry associations, and organized labor in a productive society.

3.7 Recognize the importance of small business in the California and global economies.

3.8 Understand how digital media are used by potential employers and postsecondary agencies to evaluate candidates.

3.9 Develop a career plan that reflects career interests, pathways, and postsecondary options.

4.0 Technology

Use existing and emerging technology to investigate, research, and produce products and services, including new information, as required in the Marketing, Sales, and Services sector workplace environment. (Direct alignment with WS 11-12.6)

4.1 Use electronic reference materials to gather information and produce products and services.

4.2 Employ Web-based communications responsibly and effectively to explore complex systems and issues.

4.3 Use information and communication technologies to synthesize, summarize, compare, and contrast information from multiple sources.

4.4 Discern the quality and value of information collected using digital technologies, and recognize bias and intent of the associated sources.

4.5 Research past, present, and projected technological advances as they impact a particular pathway.

4.6 Assess the value of various information and communication technologies to interact with constituent populations as part of a search of the current literature or in relation to the information task.

5.0 Problem Solving and Critical Thinking

Conduct short, as well as more sustained, research to create alternative solutions to answer a question or solve a problem unique to the Marketing, Sales, and Services sector using critical and creative thinking, logical reasoning, analysis, inquiry, and problem-solving techniques. (Direct alignment with WS 11-12.7)

- 5.1 Identify and ask significant questions that clarify various points of view to solve problems.
- 5.2 Solve predictable and unpredictable work-related problems using various types of reasoning (inductive, deductive) as appropriate.
- 5.3 Use systems thinking to analyze how various components interact with each other to produce outcomes in a complex work environment.
- 5.4 Interpret information and draw conclusions, based on the best analysis, to make informed decisions.

6.0 Health and Safety

Demonstrate health and safety procedures, regulations, and personal health practices and determine the meaning of symbols, key terms, and domain-specific words and phrases as related to the Marketing, Sales, and Services sector workplace environment. (Direct alignment with RSTS 9-10, 11-12.4)

- 6.1 Locate and adhere to Material Safety Data Sheet (MSDS) instructions.
- 6.2 Interpret policies, procedures, and regulations for the workplace environment, including employer and employee responsibilities.
- 6.3 Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies.
- 6.4 Practice personal safety when lifting, bending, or moving equipment and supplies.
- 6.5 Demonstrate how to prevent and respond to work-related accidents or injuries; this includes demonstrating an understanding of ergonomics.
- 6.6 Maintain a safe and healthful working environment and practice risk management to ensure security and to prevent loss of property.
- 6.7 Be informed of laws/acts pertaining to the Occupational Safety and Health Administration (OSHA).

7.0 Responsibility and Flexibility

Initiate and participate in a range of collaborations demonstrating behaviors that reflect personal and professional responsibility, flexibility, and respect in the Marketing, Sales, and Services sector workplace environment and community settings. (Direct alignment with SLS 9-10, 11-12.1)

- 7.1 Recognize how financial management impacts the economy, workforce, and community.
- 7.2 Explain the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.
- 7.3 Understand the need to adapt to changing and varied roles and responsibilities.
- 7.4 Practice time management and efficiency to fulfill responsibilities.
- 7.5 Apply high-quality techniques to product or presentation design and development.
- 7.6 Demonstrate knowledge and practice of responsible financial management.
- 7.7 Demonstrate the qualities and behaviors that constitute a positive and professional work demeanor, including appropriate attire for the profession.
- 7.8 Explore issues of global significance and document the impact on the Marketing, Sales, and Services sector.

8.0 Ethics and Legal Responsibilities

Practice professional, ethical, and legal behavior, responding thoughtfully to diverse perspectives and resolving contradictions when possible, consistent with applicable laws, regulations, and organizational norms. (Direct alignment with SLS 11-12.1d)

- 8.1 Access, analyze, and implement quality assurance standards of practice.
- 8.2 Identify local, district, state, and federal regulatory agencies, entities, laws, and regulations related to the Marketing, Sales, and Services industry sector.
- 8.3 Demonstrate ethical and legal practices consistent with Marketing, Sales, and Services sector workplace standards.
- 8.4 Demonstrate the importance of truthfulness, honesty, and quality in the Marketing, Sales, and Services sector.
- 8.5 Explain the importance of personal integrity, confidentiality, and ethical behavior in the workplace.
- 8.6 Analyze organizational culture and practices within the workplace environment.
- 8.7 Adhere to copyright and intellectual property laws and regulations, and use and appropriately cite proprietary information.
- 8.8 Conform to rules and regulations regarding sharing of confidential information, as determined by Marketing, Sales, and Services sector laws and practices.

9.0 Leadership and Teamwork

Work with peers to promote divergent and creative perspectives, effective leadership, group dynamics, team and individual decision making, benefits of workforce diversity, and conflict resolution as practiced in the DECA career technical student organization. (Direct alignment with SLS 11-12.1b)

- 9.1 Define leadership and identify the responsibilities, competencies, and behaviors of successful leaders.
- 9.2 Identify the characteristics of successful teams, including leadership, cooperation, collaboration, and effective decision-making skills as applied in groups, teams, and career technical student organization activities.
- 9.3 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace setting.
- 9.4 Explain how professional associations and organizations and associated leadership development and competitive career development activities enhance academic preparation, promote career choices, and contribute to employment opportunities.
- 9.5 Understand that the modern world is an international community and requires an expanded global view.
- 9.6 Respect individual and cultural differences and recognize the importance of diversity in the workplace.
- 9.7 Participate in interactive teamwork to solve real Marketing, Sales, and Services sector issues and problems.

10.0 Technical Knowledge and Skills

Apply essential technical knowledge and skills common to all pathways in the Marketing, Sales, and Services sector, following procedures when carrying out experiments or performing technical tasks. (Direct alignment with WS 11-12.6)

- 10.1 Interpret and explain terminology and practices specific to the Marketing, Sales, and Services sector.
- 10.2 Comply with the rules, regulations, and expectations of all aspects of the Marketing, Sales, and Services sector.
- 10.3 Construct projects and products specific to the Marketing, Sales, and Services sector requirements and expectations.
- 10.4 Collaborate with industry experts for specific technical knowledge and skills.
- 10.5 Integrate the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.
- 10.6 Employ the financial concepts used in making marketing decisions.
- 10.7 Assess the product and service management concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

10.8 Understand how promotion concepts and strategies including advertising, sales promotion, public relations, and personal selling, are used to communicate information about products, services, images, and ideas to achieve a desired outcome.

10.9 Illustrate the methods used to determine client needs and desires and respond with selling concepts including planned, personalized communication that influences purchase decisions and enhances future business opportunities.

10.10 Compare the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services.

10.11 Apply the pricing concepts and strategies used to maximize return and meet customers' perceptions of value.

10.12 Identify city, county, and state certificates and licensures required to conduct business.

10.13 Identify the techniques and strategies used to foster positive, ongoing relationships with customers and the importance of customer service to the business' bottom line.

10.14 Employ the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture.

10.15 Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy. (Economics)

11.0 Demonstration and Application

Demonstrate and apply the knowledge and skills contained in the Marketing, Sales, and Services anchor standards, pathway standards, and performance indicators in classroom, laboratory and workplace settings, and through the DECA career technical student organization.

11.1 Utilize work-based/workplace learning experiences to demonstrate and expand upon knowledge and skills gained during classroom instruction and laboratory practices specific to the Marketing, Sales, and Services sector program of study.

11.2 Demonstrate proficiency in a career technical pathway that leads to certification, licensure, and/or continued learning at the postsecondary level.

11.3 Demonstrate entrepreneurship skills and knowledge of self-employment options and innovative ventures.

11.4 Employ entrepreneurial practices and behaviors appropriate to Marketing, Sales, and Services sector opportunities.

11.5 Create a portfolio, or similar collection of work, that offers evidence through assessment and evaluation of skills and knowledge competency as contained in the anchor standards, pathway standards, and performance indicators.

KHSD Career Technical Education Course of Study

CR = Classroom LAB/CC = Laboratory/Shop/Community Classroom

I.	INTRODUCTION	CR	LAB/CC	STANDARDS
	A. Course Introduction	2		Academic: SLS 11-12.1, WS 11-12.6
	B. Introduction to Retailing			
	C. Retail Industry Profile	3		CTE Anchor: 7.0; 7.1, 7.2, 7.3, 10.0; 10.15
	1. Consumer benefits of retail			
	2. Economic benefits of retail			
	3. Social Benefits of retail			
	D. Supply Chain	1		CTE Pathway: A1.0; A1.3, A2.0; A2.2, A2.8, A2.12

II.	Types of Retailers	CR	LAB/CC	STANDARDS
	A. Non-Store Retail			Academic: WS 11-12.6
	1. E-tailing	3		
	2. Shopping online			
	B. Store Based Retail			CTE Anchor: 4.0; 4.1, 4.2, 4.3,
	1. Shopping Locations	3		CTE Pathway: Click here to enter text.
	2. Traditional Retailers			
	3. Discount Retailers			
	4. Service Retailers			

III.	Communication	CR	LAB/CC	STANDARDS
	A. Communication Process			Academic: SLS 11-12.1b, LS 11-12.6; WS 11-12.6
	1. Types of Communication	3	3	
	B. Retail Communication			CTE Anchor: 2.0; 2.1, 2.2, 2.3, 2.4, 4.0; 4.1, 4.2, 4.3, 9.0; 9.5, 9.6, 9.7
	1. Listening Skills	6	54	CTE Pathway: B4.0; B4.1
	2. Reading Skills			
	3. Writing Skills			

IV.	Customer Service	CR	LAB/CC	STANDARDS
	A. Personal Customer Service			Academic: SLS 11-12.1; 11-2.1b, 12.6, LS 11-12.6; WS 11-12.6 11- 12.6
	1. Personnel	3	3	
	B. Customer Services			CTE Anchor: 2.0; 2.3, 2.5, 4.0; 4.1, 4.2, 4.3, 7.0; 7.3, 7.7 9.0; 9.5, 9.6, 9.7, 10.0; 10.1, 11.00; 11.1,
	1. Credit	6	6	
	C. E-Tail Customer Service			
	1. E-Tail Customer Support			
	2. E-Tail Customer Service			

				CTE Pathway: A2.0; A2.8, B3.0; B3.3,B3.7 Click here to enter text.
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V.	Selling/Sales Skills	CR	LAB/CC	STANDARDS
	A. Personal Selling <ol style="list-style-type: none"> 1. Role of the Sales Associate 2. Selling Tasks 3. Sales Process 4. The Sales Demonstration 	3	3	Academic: SLS 11-12.1, 11-2.1b 11-12.6, LS 11-12.6; WS 11-12.1d 11-12.6, 11-12.7 CTE Anchor: 2.0; 2.2, 2.3, 2.5, 4.0; 4.1, 4.2, 4.3, 5.0, 5.1, 5.2, 5.47.0; 7.4, 7.5, 7.7, 8.0; 8.4, 8.5, 8.8, 9.0; 9.5, 9.6, 9.7, 10.0; 10.1, 10.3, 10.9, 11.0, 11.1, CTE Pathway: A 5.0; A 5.2, A5.3, B1.0; B 1.2, B3.0; B3.1, B3.2,B3.5, B4.0; B4.2, B4.3, B4.5,

VI.	Register Operation/Payment Methods	CR	LAB/CC	STANDARDS
	A. Cash Sales <ol style="list-style-type: none"> 1. Making Change – Math Skills 2. Making Change Evaluate B. Credit Cards and Debit Cards C. Cash Register Application	6	6	Academic: WS 11-12.6 CTE Anchor: 4.0; 4.1, 4.2, 4.3, CTE Pathway: A 3.0; A3.3, A3.5,
		3	3	
		3	3	

VII.	Business Math	CR	LAB/CC	STANDARDS
	A. Retail Pricing <ol style="list-style-type: none"> 1. Price 2. Pricing Policies B. Determining Prices <ol style="list-style-type: none"> 1. Pricing Objectives 2. Base Price <ol style="list-style-type: none"> a. Pricing Strategies 	6	6	Academic: SLS 11-12.1; WS 11-12.6, 11-12.7 CTE Anchor: 4.0; 4.1, 4.2, 4.3, 5.0, 5.1, 5.2, 5.47.0; 7.1, 10.0; 10.11
		6	6	

	3. Price Adjustments a. Pricing Techniques			CTE Pathway: A3.0; A3.2, A.8.0; A8.4, A8.5
VIII.	Target Customer	CR	LAB/ CC	STANDARDS
	A. Customer Identification B. Market Segmentation C. Customer Profile D. Marketing Mix	6	6	Academic: SLS 11-12.1b, 11-12.1d WS 11-12.7 CTE Anchor: 5.0, 5.1, 5.2, 5.4, 8.0; 8.1, 8.3, 8.4, 8.5, 9.0; 9.5, 9.6, 9.7. CTE Pathway: A4.0; A4.1, A4.7, A7.0; A7.4, A7.7, B2.0; B2.3

IX.	Visual Merchandising	CR	LAB/ CC	STANDARDS
	A. Display Types 1. Promotional 2. Institutional B. Display Components 1. Props/mannequins 2. Color C. Design Principals 1. Balance 2. Emphasis 3. Rhythm 4. Harmony	6 12	6 12	Academic: SLS 11-12.1b WS 11-12.6 11-12.7 CTE Anchor: 5.0, 5.1, 5.2, 5.4 , 9.0; 9.3 10.0; 10.1, 10.3, 10.9, 11.0; 11.1, CTE Pathway: Click here to enter text.
X.	Proper Dress and Grooming for Employment	CR	LAB/ CC	STANDARDS
	A. Professional Dress and Grooming B. Professional Dress/Mood Board C. Professional Dress Up Day (Fall Semester only) 1. Standards for Job Placement/Dress & Grooming 2. Wardrobe Planning D. Annual Interview Dress Up Day (Spring Semester only)	3 3 3	3 3 3	Academic: SLS 11-12.1, 11-12.6, LS 11-12.6 CTE Anchor: 2.0; 2.2, 2.3, 2.5, 7:0; 7.1, 7.2, 7.3, 7.4, 7.7, 8.0; 8.4, 11.0; 11.1, CTE Pathway: Click here to enter text.

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				6.0; 6.2, 6.4, 6.5, 6.6,6.7, 7.0; 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.7 9.0; 9.3, 9.4, 11.0; 11.1, 11.2 CTE Pathway: A1.0; A1.6
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