

# Welcome to Retail Marketing!



**Teacher:** Kristal Robinson

**Curriculum Area:** Business

**Length of Course:** 1 year

**Prerequisites:** none

**Course Title:** Retail Marketing

**Course Number:** 081411

**Other Notes:** This course is required for the Retail Services business major

**Resources and Materials:** Virtual Business Retailing software, Internet, Cats Corner Store, and other materials.

**Course Description:** This course is designed to provide an overview of the marketing responsibilities of individuals employed in the retail industry. This course is based on the business and marketing core that includes communication skills, operations, distribution, marketing-information management, pricing, product and service management, promotion, and selling. The Kentucky Occupational Retail Services Skill Standards are integrated into this course giving students the opportunity to receive Retail Skill Standards Certification. Leadership development will be provided through FBLA (Future Business Leaders of America) and/or DECA.

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## Standards:

Upon completion of this course, the student will be able to do the following:

1. Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas.
2. Identify career opportunities available in the four major employment areas of sales: retail, wholesale, manufacturing and service.
3. Identify positive contributions of selling in our market-oriented economy.
4. Identify types of retailers such as brick-and-mortar and e-commerce.
5. Investigate successful retailers of the past and present.
6. Identify and determine business risk factors.
7. Formulate awareness and understanding of emerging trends and globalization in retailing.
8. Explain when and how to buy merchandise for a retail store.
9. Identify aspects of product and service planning like packaging, warranties, and selecting the right product mix.
10. Explain the factors affecting pricing decisions including legal considerations and competition.
11. Conduct a physical inventory of a school-based enterprise, marketing department, or local retail store.
12. Develop spreadsheets and utilize other computer software for the purpose of controlling and tracking inventory.
13. Apply economic concepts like supply and demand, competition, scarcity, and opportunity costs.
14. Compare products and services based on price, quality, features, and warranties to understand consumer decision making.
15. Develop customer-service skills and practice in role play situations.

16. Demonstrate the selling process including open the sale, question, handle objections, present features and benefits, suggestive selling, close, and follow-up.
17. Develop spreadsheets and utilize other computer software for the purpose of measuring sales and making decisions from information gathered.
18. Develop a research tool as a part of a marketing research project.
19. Develop a promotion plan after examining each part of the promotional mix.
20. Identify risk management techniques related to employees, safety, security, and loss prevention.
21. Research career choices in retailing and match with personal goals.
22. Create a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
23. Identify individual work habits and ethics including individual and team skills, confidentiality, problem solving, and punctuality. Explain their importance in the workplace.
24. Demonstrate skills needed for effective personal financial planning including budgeting, investing, consumerism, and credit management.
25. Apply math and communication skills within the technical content.

### **Assessments:**

Formative and summative assessments will be given throughout the course

- Formative assessments are the completion of activities throughout each unit that help me and you determine if you have mastered the content.
- Assessments are usually in the form of multiple choice assessments or performance assessments, such as evaluations done in the school store.

### **Grading Procedures:**

Your grades will be broken down into the following categories:

- Formative Assessments—20%
- Summative Assessments—60%
- Final Assessment—10%
- Participation/Effort—10%

All students' grades will be posted in the classroom once a week. You will need to know at least the last four digits of your student ID number. If you find a mistake, please bring it to my attention as soon as possible.

### ***Beginning of Class***

Be in your seat before the bell rings. If your computer is not turned on, please quickly turn it on and log in. If a chair is missing, quickly get your chair and have a seat before the bell rings. After logging on, then you will need to visit my website, which is linked to the BCHS website. You can find the website by going to the Bath County Schools website, then select the BCHS website. After you are on the BCHS website, go to the section on teacher webpages. Find Ms. Robinson and then find your class. Go ahead and read the announcements for the day and work on the bellwork.

### ***During Class***

Expect to get some movement during class. Sometimes, this will mean just standing and stretching a moment. Other times, I will ask questions where you may be expected to work with your partner or column

team to answer. A partner is one who sits across from you. A column team consists of those who are in your “column.” Movement will be expected at least once during the block. 100% participation is expected. If you do not participate in movement, then your Student Success score will be lowered and could get a break detention.

Did you know that research shows that movement in the classroom stimulates the brain and allows it to better take in and process new information?

Expect to discuss concepts and topics in this class.

### ***End of Class***

I will dismiss the class. The bell does not dismiss you. And, packing up before the class is over or logging out before the bell rings will not be tolerated. Expect to have some type of “activity” to complete or participate in before you leave.

### **Classroom Rules:**

- 1. Be respectful of others, computers, etc.**
- 2. Always participate.**
- 3. Raise hand to ask or answer a question.**
- 4. Be positive/have a good attitude.**
- 5. Don't bring food or drinks into the classroom.**

### **Consequences:**

1. Verbal Warning/Private conference with student
2. Break Detention/Call parents/guardian.
3. Break Detention/Conference with student and parent/guardian.
4. ACP referral

I have read and understand the Retail Marketing syllabus.

Student's name (printed) \_\_\_\_\_

Student's name (signed) \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian's name (signed) \_\_\_\_\_ Date \_\_\_\_\_

Phone (work) \_\_\_\_\_

Phone (home/cell) \_\_\_\_\_ E-mail \_\_\_\_\_

Questions/Comments: (Please mention below)