

Course Title: 664 - School Store

Board Approval Date: November 17, 2020

Credit / Hours: 1.0 Credit / 126 hours

Course Description:

The students in this course assist the managers of the school store in preparing and operating our student-run business, The RED Zone. This course focuses on product and service marketing functions. Students will learn the fundamental elements needed to design and promote a retail store. Students will study market research strategies and consumer behavior and buying patterns. Students will then select product lines, merchandise, order inventory, price, display, advertise and sell their chosen products. Major areas of study include advertising, visual merchandising/display, and selling. In addition, the basic concepts of employee/employer relationships, leadership models, and fundamental management skills will be explored. *Students interested in becoming next year's school store managers must successfully complete this course during the spring semester of their junior year and enroll in the Marketing pathway for consideration.* Sales, Distribution, & Marketing Operations, General CIP 52.1801

Learning Activities / Modes of Assessment:

Independent	Technology
Small Group	Projects
Whole Group	Presentations
One-on-one	Research
Classwork	Quizzes
Activities	Writing

Instructional Resources:

MBA Research & Curriculum Center

- Course Guides
- LAP Modules
- Teacher Professional Development Training Materials

DECA, Inc. & PA DECA Competition Materials

Marketing Brew

Online Resources

Technical Journals

The RED Zone School Store

Discovery Education (login through Clever)

Curriculum: Marketing
 Course: 664 - School Store

Know/Task:	Understand:	Do:
100- Interpreting Marketing & Business Fundamentals	Students will be able to... -Identify and explain the components of the marketing mix -Explain the concept of target marketing and market segmentation	103- Identify and explain the components of the marketing mix. (4) 108- Explain the concept of target marketing and market segmentation. (4)
200- Pricing & Retail Math	Students will be able to... -Process sales documentation and employee records for a business -Calculate correct change for customer transactions -Calculate sales tax and discounts -Perform an opening/closing reconciliation of a cash drawer -Calculate profit, markup, and markdown -Calculate prices for merchandise using pricing strategies	201- Process sales documentation and employee records for a business. (5/10) 202- Calculate correct change for customer transactions. (5/10) 203- Calculate sales tax and discounts. (5/10) 204- Perform an opening/closing reconciliation of a cash drawer. (5/10) 206- Calculate profit, markup, and markdown. (5/10) 207- Calculate prices for merchandise using pricing strategies. (5/10)
300- Explore Career Development Opportunities	Students will be able to... -Demonstrate and practice networking skills	306- Demonstrate and practice networking skills. (11)
400- Technology Applications	Students will be able to... -Prepare marketing documents using technology -Create projects using multimedia sources and applications	401- Prepare marketing documents using technology. (12) 403- Create projects using multimedia sources and applications. (12)

	-Research trends in marketing technology	404- Research trends in marketing technology. (2)
500- Communications in Marketing	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Communicate effectively in the workplace (classroom) -Read & comprehend written communication -Create a variety of business communications utilized in the workplace (classroom) -Prepare & deliver a marketing related presentation -Interpret nonverbal communications 	<p>502- Communicate effectively within the workplace. (2)</p> <p>503- Demonstrate ability to read and comprehend written communications. (2)</p> <p>504- Create a variety of written business communications utilized in the workplace. (2)</p> <p>507- Prepare and deliver a marketing related presentation. (12)</p> <p>509- Interpret nonverbal communications. (2)</p>
700- Marketing Information Management & Market Planning	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify and define methods of conducting marketing research -Explain the use of technology in customer relationship management -Compare primary and secondary research data -Use marketing research data to make recommendations and decisions 	<p>702- Identify and define methods of conducting marketing research. (3/4)</p> <p>703- Explain the use of technology in customer relationship management. (3/4)</p> <p>704- Compare primary and secondary marketing research data. (3/4)</p> <p>705- Use marketing research data to make recommendations and decisions. (3/4)</p>
800- Business Management & Administration	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Research safety concerns in the marketing and business industry -Analyze the nature of risk 	<p>802- Research safety concerns in the marketing and business industry. (11)</p> <p>803- Analyze the nature of risk management. (11)</p>

	<p>management</p> <p>-Explain the nature of business ethics</p>	<p>805- Explain the nature of business ethics. (11)</p>
<p>900- Selling Goods & Services</p>	<p>Students will be able to...</p> <p>-Identify the steps of a sale</p> <p>-Demonstrate greeting and approaching a customer</p> <p>-Create probing questions to determine customer need</p> <p>-Demonstrate feature-benefit selling</p> <p>-Demonstrate suggestion selling</p> <p>-Close a customer sale</p> <p>-Perform a sales presentation for goods or service</p> <p>-Follow and interpret sales policies to customers</p> <p>-Demonstrate methods of handling sales objections</p>	<p>901- Identify the steps of a sale. (9)</p> <p>902- Demonstrate greeting and approaching a customer. (9)</p> <p>903- Create probing questions to determine customer need. (9)</p> <p>904- Demonstrate feature-benefit selling. (9)</p> <p>905- Demonstrate suggestion selling. (9)</p> <p>906- Close a customer sale. (9)</p> <p>907- Perform a sales presentation for goods or service. (9)</p> <p>911- Follow and interpret sales policies to customers. (9)</p> <p>912- Demonstrate methods of handling sales objections. (9)</p>
<p>1000- Advertising & Promoting Goods & Services</p>	<p>Students will be able to...</p> <p>-Explain the importance of promotion, and how it services customers</p> <p>-Design projects that utilize principles of visual merchandising</p> <p>-Identify the different types of advertising media</p>	<p>1001- Explain the importance of promotion, and how it serves customers. (8)</p> <p>1002- Design projects that utilize principles of visual merchandising. (8)</p> <p>1003- Identify the different types of advertising media. (8)</p>

	<ul style="list-style-type: none"> -Create a promotional mix -Identify the major elements of a print advertisements -Write advertising slogans -Differentiate between promotional advertising and institutional advertising -Distinguish between advertising and publicity -Create a promotional project 	<p>1004- Create a promotional mix. (8)</p> <p>1005- Identify the major elements of a print advertisement. (8)</p> <p>1008- Write advertising slogans. (8)</p> <p>1009- Differentiate between promotional advertising and institutional advertising. (8)</p> <p>1011- Distinguish between advertising and publicity. (8)</p> <p>1014- Create a promotional project. (8)</p>
1100- Providing Personalized Customer Service	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Describe the benefits of customer service -Demonstrate the use of effective face-to-face communication with customers -Develop a rapport with customers -Solve customer problems -Handle difficult customers -Exhibit positive customer relations -Develop a customer service policy statement 	<p>1101- Describe the benefits of customer service. (9)</p> <p>1103- Demonstrate the use of effective face-to-face communication with customers. (9)</p> <p>1104- Develop a rapport with customers. (9)</p> <p>1105- Solve customer problems. (9)</p> <p>1107- Handle difficult customers. (9)</p> <p>1110- Exhibit positive customer relations. (9)</p> <p>1111- Develop a customer service policy statement. (9)</p>
1200- Channel Management	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify and explain the channels of distribution 	<p>1201- Identify and explain the channels of distribution. (7)</p>

	<ul style="list-style-type: none"> -Distinguish and select channel of distribution for a product -Describe types of inventory control -Receive and inspect merchandise -Identify the purpose and importance of purchasing procedures 	<p>1202- Distinguish and select channel of distribution for a product. (7)</p> <p>1203- Describe types of inventory control. (7)</p> <p>1204- Receive and inspect merchandise. (7)</p> <p>1205- Identify the purpose and importance of purchasing procedures. (7)</p>
<p>1500- Product/Service Management</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> -Identify the difference between national and private brands -Explain the nature of product/service branding -Identify the elements of branding and packaging -Develop strategies to position a product/business 	<p>1501- Identify the difference between national and private brands. (5)</p> <p>1502- Explain the nature of product/service branding. (5)</p> <p>1503- Identify the elements of branding and packaging. (5)</p> <p>1504- Develop strategies to position a product/business. (5)</p>

Pacing Guide

Course: 664- School Store

Course Unit (Topic)	Length of Instruction (Class Periods)
1- Course Policies, Expectations, Procedures	3-4 days
2- Operations	8 days
3- Marketing-Information Management	8 days
4- Market Planning	8 days
5- Product/Service Management	8 days
6- Pricing	8 days
7- Distribution/Channel Management	8 days
8- Promotion	8 days
9- Selling	8 days
10- Financial Analysis	7 days
11- Human Resources Management	8 days
12- Final Project	7 days
Total Days	90