

COURSE OUTLINE

Course: 20315 ADVANCED MARKETING & STORE MANAGEMENT

Total Course Hours: 270.00

CBEDS Title: GENERAL MERCHANDISE RETAILING

CBEDS #: 4107

Job Title(s):

Sales Associate, Customer Service Rep, Assistant Buyer, Buyer, Department Manager

Prerequisites:

16 years old or a junior in high school

Course Description:

This course combines classroom instruction with work-based training in various retail stores and malls. Students will learn merchandising strategies, selling techniques, visual merchandising, marketing functions, economics, safety, legal considerations, security, and customer service. Integrated throughout the course are Academic and CTE standards, which include safety, communication, technology, ethics, career planning and other employability skills.

Hours	
Class	OJT

Occupational Competencies

1-7 on the Course Outline are generic to all BVROP courses and include the BVROP Student Outcomes

- | | | | | |
|-------|-------|---|---|--|
| 5.00 | | 1 | <u>ORIENTATION</u> | <ul style="list-style-type: none"> A Identifies and discusses course objectives and competencies. B Discusses ROP Student Outcomes. C Explains class attendance and behavior objectives. |
| 5.00 | 5.00 | 2 | <u>HEALTH, SAFETY AND ENVIRONMENTAL MANAGEMENT</u> | <ul style="list-style-type: none"> A Describes accident procedure. B Demonstrates appropriate safety practices (e.g. bending, lifting, etc.). C Demonstrates knowledge of classroom procedures and drills (e.g. earthquake, fire and emergency). |
| 5.00 | 5.00 | 3 | <u>ETHICS AND LEGAL RESPONSIBILITIES</u> | <ul style="list-style-type: none"> A Defines sexual harassment and discusses tactics for handling harassment situations. B Applies appropriate workplace behavior and standards. |
| 10.00 | 20.00 | 4 | <u>LEADERSHIP AND TEAMWORK</u> | <ul style="list-style-type: none"> A Describes the characteristics and benefits of teamwork and leadership. B Demonstrates ability to make appropriate decisions. C Works well with others and gives/takes constructive criticism. |
| 15.00 | 5.00 | 5 | <u>CAREER PLANNING</u> | <ul style="list-style-type: none"> A Prepares a finished, professional portfolio showing the best work that has been completed during the class. B Locates job opportunities through the use of want-ads and placement agencies. C Visits at least one facility related to area of training and observes jobs performed. D Completes a job application correctly. E Prepares for and critiques a simulated employment interview. F Discusses employee benefits and rights as related to the specific occupational job area including gender equity and equal opportunity. G Identifies acceptable procedures to leave a job. H Applies for a scholarship. I Completes a professional resume. J Demonstrates appropriate personal grooming and dress. |

Hours	
Class	OJT

10.00	10.00	6	<p><u>COMMUNICATION</u></p> <p>A Uses effective workplace conversation.</p> <p>B Reads and interprets written information and directions.</p> <p>C Practices various forms of written communication appropriate to the occupation.</p> <p>D Demonstrates correct procedures for handling cash sales/checks/credit cards.</p>
5.00	2.00	7	<p><u>STUDENT OUTCOMES</u></p> <p>A Demonstrates Occupational Specific, Communication and Critical Thinking Skills</p> <p>B Demonstrates Responsible Work Ethics</p> <p>C Demonstrates Career/Employment Literacy</p> <p>D Demonstrates Effective Use of Technology</p>
5.00	20.00	8	<p><u>SALES TRANSACTIONS</u></p> <p>A Demonstrates understanding of basic arithmetic/practices correct procedure for making change.</p> <p>B Completes instruction of terminal/register training system.</p> <p>C Explains functions of the computerized sales register.</p> <p>D Demonstrates correct procedures for handling cash sales/checks/credit cards.</p>
2.00	20.00	9	<p><u>VISUAL MERCHANDISING</u></p> <p>A Discusses purpose of visual merchandising.</p> <p>B Completes and creates a display.</p> <p>C Practices and utilizes display merchandising.</p>
3.00	2.00	10	<p><u>PROMOTIONAL STRATEGIES</u></p> <p>A Identifies various advertising media.</p> <p>B Describes strategies used in sales promotion/advertising.</p> <p>C Explains trend and seasonal sales promotion.</p>
3.00	20.00	11	<p><u>SELLING</u></p> <p>A Identifies, compares and uses basic sales approaches.</p> <p>B Creates a pleasant atmosphere for selling.</p> <p>C Determines a customers need.</p> <p>D Demonstrates how to direct customers to other services.</p> <p>E Employs suggestion selling and trade.</p> <p>F Demonstrates closing the sale.</p> <p>G Demonstrates product knowledge.</p>
5.00	20.00	12	<p><u>MERCHANDISING CONCEPTS</u></p> <p>A Describes six (6) areas of retailing and current job market of each: management, marketing, store operations, control and credit, personnel, and sales promotion.</p> <p>B Explains shipping and receiving procedures.</p> <p>C Calculates price mark-ups and mark-downs.</p> <p>D Takes stock counts.</p> <p>E Practices proper areas of: rotating facing, re-ticketing, colorizing, sizing, merchandising, and housekeeping.</p> <p>F Describes importance of proper store layout as it relates to store space.</p>
5.00	3.00	13	<p><u>MARKETING ECONOMICS</u></p> <p>A Discusses basic economic concepts including an awareness of global economics.</p> <p>B Discusses and differentiates various types of business configurations including individual, proprietorship, partnership, corporation, cooperative, chain/branch, franchise, leased dealership and others.</p> <p>C Identifies systems of financing an entrepreneurial business.</p> <p>D Explains risk management.</p>

Hours	
Class	OJT

5.00	20.00
------	-------

14 CUSTOMER SERVICE

- A** Demonstrates appropriate sales practices including basic sales approaches, a pleasant selling atmosphere and directing a customer to other services.
- B** Assists the customer in making a decision.
- C** Demonstrates all aspects of customer service including handling complaints, follow-through on commitments, and response to customer needs.
- D** Demonstrates skills in offering alternative sales options, applying product knowledge motivating customers.
- E** Demonstrates skills in listening, adding open-ended questions.
- F** Demonstrates skills in informing customers of return/exchange policy, lay-aways, packaging merchandise properly, and reviewing current advertising and promotions.

3.00	2.00
------	------

15 ADVERTISING

- A** Explains advertising laws and ethics.
- B** Identifies elements in an advertising layout.

10.00	20.00
-------	-------

16 MANAGEMENT SKILLS

- A** Describes the role of management in planning, organizing, and controlling a business.
- B** Explains the three levels of management: top management, middle management, and supervisory level.
- C** Implements effective management techniques.
- D** Describes employee motivation techniques.
- E** Explains the concept of ethics in business.
- F** Describes the concept of teamwork in managing a business.
- G** Participates in the process of planning , organizing, and conducting a business meeting.
- H** Explains the importance of a properly written schedule.
- I** Describes the process of screening and hiring of employees.

Additional Course Information

Articulation: This course articulates with Chaffey College BUS 13

TOTAL HOURS

Class	OJT	Course
96.00	174.00	270.00