

MAKE THE CAREER CONNECTION

for

MARKETING AND MERCHANDISING

YOUR ROP TRAINING

LEADS TO JOBS as...

Entry Level

(High School Diploma/ROP Training)

Cashier

Counterperson

Management Trainee

Salesperson

Shipping & Receiving Clerk

Stock Clerk

Technical Level

(Community College Degree)

Assistant Buyer

Department Manager

Manager

Director of Services

Manufacturer's Representative

Sales Manager

Sales Representative

Professional Level

(Baccalaureate Degree)

Advertising Director

Market Research Analyst

Marketing Director

Product Manager

Public Relations Manager

Wholesaling Sales Representative

WHAT IS ROP?

The Baldy View Regional Occupational Program is a cooperative vocational education effort between the Chaffey Joint Union High School District, Chino Valley Unified School District, Claremont Unified School District, and Upland Unified School District. ROP's purpose is to provide a wide variety of career preparation at the entry and technical levels to meet the needs of high school students and adults.

Prepare for YOUR future NOW
by enrolling in ROP **TODAY!**

ENROLLMENT INFORMATION

High school students should contact the Career Technician at their high school.

Adults should call Baldy View R.O.P. office for specific enrollment dates and available classes.

(909) 624-0063

bvrop.K12.ca.us

Enrollment priority:

- ❖ High school Students: seniors, juniors, sophomores, 16 yrs. of age and older.
- ❖ Adults living within our geographical service area.
- ❖ Adults living outside our geographical service area

Baldy View ROP is an equal opportunity employer and asserts that it does not discriminate on the basis of race, color, creed, national origin, ancestry, religion, sex, age, or handicap in its employment or enrollment in job training programs.

MARKETING & MERCHANDISING



A career preparation program designed to provide related instruction and practical experience.



WHAT DOES THE PROGRAM PREPARE ME TO DO?

This course combines classroom instruction with work based training in various retail stores and malls. Students will learn sales transactions, visual merchandising, job search skills, marketing functions, economics, promotional and merchandising strategies, as well as safety, security and customer service.

THE JOB

A *Sales Associate* obtains or receives merchandise, totals sales, accepts payments, and makes change for customers in a retail store.

In addition to selling, most retail sales workers write sales checks; receive cash, checks, and charge payments; bag or package purchases; and give change and receipts. Depending on the hours they work, they may open or close the cash register drawer. This may include counting the money in the cash register; separating charge slips, coupons, and exchange vouchers; and making deposits at the cash office.

Sales workers also handle returns and exchanges of merchandise, perform gift wrapping services, and keep their work areas neat. In addition, they may help stock shelves or racks, arrange for mailing or delivery of a purchase, price merchandise, take inventory, and prepare displays.

This job can be rewarding for those who enjoy working with people.

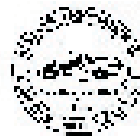
ROP TEACHERS

ROP teachers know the job market, have business and industry experience within the field they teach and are credentialed. **LEARN FROM THE BEST WITH ROP TEACHERS.**

STUDENT OUTCOMES

Upon successful completion of an ROP course, each student will:

- ❖ Demonstrate occupational specific, communication and critical thinking skills
- ❖ Demonstrate responsible work ethics
- ❖ Demonstrate career/employment literacy
- ❖ Demonstrate effective use of technology



EMPLOYMENT OUTLOOK

The largest employers of retail sales workers are department stores, clothing and accessories stores, motor vehicle dealers, and grocery stores.

Opportunities for employment in the Inland Empire area is anticipated to increase due to the many specialty stores, the Montclair Plaza and the Ontario Mills Mall, which has over 215 stores.

Replacement needs will generate an exceptionally large number of sales jobs because the occupation is large and the turnover is much higher than average. There will continue to be many opportunities for part-time workers, and demand will be strong for temporary workers during peak selling periods such as the holiday seasons.

SPECIAL CONSIDERATIONS

- ❖ Minimum age - 16 years old or 11th grade
- ❖ Interest in the retail field
- ❖ Good mathematic skills
- ❖ Must like working with people
- ❖ Ability to work independently and accept responsibility
- ❖ Ability to understand and carry out instructions
- ❖ Ability to be patient when dealing with customers
- ❖ Good personal hygiene and grooming habits
- ❖ Ability to read and write in English and recall information
- ❖ Dress requirement: professional dress as

COURSE LENGTH

One semester course - with option for advanced training

ROP CERTIFICATE of TRAINING

An ROP certificate of completion, including competencies, is awarded to students who complete the course.

HIGH SCHOOL CREDITS

Upon successful completion of the class, recommended credits earned in ROP are forwarded to each student's high school. These credits may be applied toward fulfillment of the requirements for a high school diploma.