



<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
<b><i>The World of Retailing</i></b> <i>(Week 1, 3 Weeks)</i>	What is Retailing? What is the "Marketing Mix"? What are products and how are they classified? How are products distributed? What are the different types of retailers in the world?	Students will: understand retail marketing and its benefits as well as the various types of retailers	Students will be able to: Objective 1: a. Define the term retailing. b. Define marketing mix. c. Explain the difference between goods and services. d. Identify different members and channels of distribution. e. Explain the benefits of retailing. f. Identify some of the tasks of retailers. g. Discuss the types of jobs associated with retailing. Objective 2: Describe the different types of retailers. a. Explain the differences between food retailers, general merchandise retailers, and online retailers. b. Explain how service retailers perform differently from merchandise retailers. c. Describe the types of retail ownership (Sole Proprietorship, Partnership, Corporation, and Franchise). d. Identify the types of online retailers (i.e. Amazon, Ebay, Etsy, Blogs, Business Website, etc.) e. Describe the key success factors in multichannel retailing. f. Explain how technology might affect future shopping experiences. g. Determine how and why retailers group customers into market segments.	Retailing Types of Retailers (food, general merchandise, online) Marketing Mix Products (goods and services, combination) Channels of Distribution Forms of Business Ownership (sole proprietorship, partnership, corporation, franchise) Online Retailers (Amazon, Ebay, Etsy, Blogs, business websites) Market Segmentation (demographics, geographics, psychographics, rate of use)	<b>Unit Exam</b> <b>Summative:</b> <b>Test: Common</b> Unit Exam

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<p><b><i>Retail Marketing Strategies</i></b> (Week 4, 3 Weeks)</p>	<p>What are some various retail market strategies? What are some financial tools and strategies used in retailing? How do retailers select locations and sites for their stores?</p>	<p>Students will gain an understanding of the components and decisions involved in retail market strategy.</p>	<p>Students will be able to: Explain target markets. Discuss market segmentation. Explain how retailers build and sustain a competitive advantage. Examine the financial strategies used in retailing. Determine how retail strategy is reflected in retailers' financial objectives. Explain why retailers need to evaluate their performance. Discuss basic financial statements. (balance sheet, income statement, etc.) Understand how retailers select locations and sites for their stores. Identify the types of retail locations. Define trade customer locales (primary, secondary, and tertiary) Explain retail site-selection criteria (zoning, visibility, storefront, traffic, etc.) Explain the importance of customer traffic for a retail business.</p>	<p>Target Markets Market Segmentation (Demographics, Geographics, Psychographics, rate-of-use) Competitive advantage Financial Strategies (market share, sales, profits etc.) Financial documents (balance sheet, income statements, etc.)</p>	<p><b>Target Market Assignment</b> <b>Formative: Performance: Authentic Task</b> Use target marketing techniques to define the target market for a specialty retail store.</p>

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<b>Merchandise Management</b> <i>(Week 7, 3 Weeks)</i>	What is merchandising? Why is merchandising important to a retail establishment? What is the role of a retail buyer?	Students will understand the nature and importance of merchandise planning and management in the retail industry.	Students will be able to: Objective 1: Understand merchandise planning in retailing. a. Explain merchandise plans. b. Describe the components of a merchandise plan. c. Describe merchandise life cycles. d. Explain the receiving process. e. Explain the concept of inventory control. f. Explain stock turnover. Objective 2: Understand the buying of merchandise. a. Explain the role of the retail buyer. b. Explain how the buying process is organized. c. Determine types of merchandise planning systems (staple, fashion, and seasonality). d. Discuss the importance of forecasting and lead times.	merchandise plans product life cycle the receiving process inventory control. stock turnover retail buyer the buying process merchandise planning systems (staple, fashion, and seasonality) forecasting lead time	<b>Product Life Cycle Chart</b> <b>Formative: Performance: Authentic Task</b> Students will develop a Product Life Cycle Chart for several products which have come and gone over the years.  <b>Retail Merchandising Plan</b> <b>Formative: Performance: Authentic Task</b> Analyze the merchandise plan for a retail store and recommend change or improvements for the store.  <b>Unit Exam</b> <b>Summative: Test: Common</b> Unit Exam
<b>Pricing and Promotion</b>	What are some factors that affect the pricing of	Students will: 1) understand the pricing of	Students will be able to: a. Explain factors affecting pricing decisions.	pricing strategies (cost plus,	<b>Product Pricing</b>

Unit (Week 10, 2 Weeks)	Essential Questions merchandise? How do businesses promote themselves and their products?	Content merchandise; 2) understand how retailers create store image and promote sales through design and visual merchandising; and 3) understand the different methods of promotion and advertising used in retailing strategies.	Skills b. Discuss the difference between pricing strategies. (i.e. cost plus, psychological pricing, etc) c. Define markup and markdown. d. Calculate break-even point of products. e. Explain the importance of store design and layout. f. Define visual merchandising. g. Explain the use of visual merchandising in retailing. h. Describe the styles of displays. i. Identify the promotional mix. j. Discuss different types of product sales promotions. k. Explain the concept of publicity. l. Explain the pros and cons of each advertising media	Vocabulary psychological, etc) markup markdown break-even store design and layout visual merchandising. promotional mix product sales promotions. publicity advertising media	Strategy Activity Formative & Summative Assessments Performance: <b>Authentic Task</b> Students will gather up several newspapers and magazines looking for various types of products and examining the pricing techniques that are being utilized to market said products. <b>Product Promotion Activity</b> <b>Formative: Performance: Authentic Task</b> Students will develop a retail sales promotion for a product or service. <b>Retail Store Layout and Display Project</b> <b>Formative: Performance: Authentic Task</b>

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					<p>Students will design a retail store layout or blueprint</p> <p>identifying different types of displays.</p> <p><b>Oral Presentation Summative: Oral: Presentation</b></p> <p>Students will explain what they have learned from the assignments for this unit.</p>
<p><b><i>The Selling Process and Customer Service</i></b> (Week 12, 3 Weeks)</p>	<p>What are the basic components of the selling process? What is customer service and why is it critical to the success of any business?</p>	<p>Students will: 1) understand the importance of selling in the retail process; and 2) understand the importance of good customer service</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Identify characteristics of an effective retail sales associate.</li> <li>Describe tasks a retail sales associate must complete.</li> <li>Identify and discuss product information.</li> <li>Define customer buying motives, needs., feature-benefits selling.</li> <li>Explain the steps of a sale.</li> <li>Explain how to overcome customer objections and identify suggestion-selling techniques.</li> <li>Define customer service.</li> <li>Describe customer service expectations.</li> <li>Explain word-of-mouth communication.</li> <li>Identify the employee's role in customer service.</li> <li>Explain the importance of employee empowerment and recognition.</li> </ol>	<p>customer buying motives, needs feature-benefits selling the selling process customer objections and identify suggestion-selling techniques customer service word-of-mouth communication employee empowerment and recognition.</p>	<p><b>Sales Demonstration Formative: Performance: Authentic Task</b></p> <p>Students will select a product of their choice and then will demonstrate the selling process for said product.</p>
<p><b><i>Retail Operations Management</i></b></p>	<p>What do store managers do? How important is security and safety in the</p>	<p>Students will: 1) understand the importance of retail operations management.</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> <li>Explain security policies and safety precautions for a retail store.</li> <li>Describe internal and external theft.</li> </ol>	<p>security policies safety precautions internal theft</p>	<p><b>Retailing Professional Report</b></p>

Unit (Week 15, 3 Weeks)	Essential Questions operation of a retail establishment and are some methods/procedures to	Content	Skills c. Discuss methods of loss prevention. d. Describe the manager's role within a retail store. e. Identify skills needed for management positions. f. Explain how store managers recruit, select, motivate, train, and evaluate their employees. g. Explain different types of organizational structures. h. Describe how to keep proper documentation, practice job rotation, and involve employees in the decision-making process. i. Explain various approaches to employee training. j. Describe the purpose of performance evaluations. k. Discuss the importance of punctuality, loyalty, work ethic, teamwork, responsibility, and initiative in work setting.	Vocabulary external theft loss prevention management skills recruitment employee motivation organizational structures documentation job rotation decision-making process employee training performance evaluations punctuality loyalty work ethic teamwork responsibility initiative	Formative & Summative Assessments Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills this person has which make him/her successful.  <b>Resume Formative: Performance: Authentic Task</b> Students will prepare a resume, which includes: personal information, position you are seeking, work experience, education, involvement in extra activities, and references.  <b>Retailing Career Research Project</b>
	lessen accidents as well as loss? What is necessary to achieve employee success within a retail establishment?				

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<p><b>State Exam Review and Exam</b> (Week 18, 1 Week)</p>					<p>Students will research available retail careers in the local area and identify skills, education and job outlook required and then report their findings in an oral presentation to the class.</p>

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