Arkansas CTE

Consumer Services: Grades 11, 12

Adopted 2009

Consumer Services Industry

1.1 Define terms related to Consumer Services Industry

1. Match terms to definitions 1.1.1

1.2 Compare different technologies related to the consumer services industry

1. Discuss anticipated changes in technology in consumer services careers 1.2.1
2. Interpret research by students of current and future technologies 1.2.2
3. Identify technology used in consumer services careers (such as financial calculators, cash registers, publishing software, digital camera/video camera, adding machine, scanners, copiers, fax machine, etc.) 1.2.3

1.3 Discuss E-commerce

1. Rate several websites based on function and usability (including but not limited to product description, appearance, navigation, account registration, and checkout) 1.3.1

1.4 Identify the working environment in consumer services industry

1. Evaluate a location suitable to offer consumer service safely 1.4.1
2. Incorporate a functional work environment, equipment needs and required utilities for offering consumer services 1.4.2
3. Create a plan to implement a welcoming environment Placed on 1.4.3
4. Assist teacher in arranging field studies to various consumer service industry sites 1.4.4

Job Preparation

2.1 Define terms related to job preparation

1. Match terms related to job preparation 2.1.1

**2.2 Identify careers related to consumer services industry
Credit counselors, financial advisors, bankers
Insurance Services
Real Estate
Funeral Services
Customer service representatives, consumer affairs, consumer advocacy
Employee benefits representatives
Elder care services
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Skip to main content

1. Research career interests including employment opportunities, education, training, professional organizations, endorsements, and certifications 2.2.1
2. Develop an education/career plan 2.2.2
3. Present career research findings using current technology 2.2.3
4. Assist teacher in securing guest speaker engagements 2.2.4

**2.3 Identify the components of an electronic portfolio
Skills
Technical abilities
Education/career plan
Professional awards
Personal information
Employment history and volunteering
Resume
References
Resources
Work samples
**

1. Develop an electronic portfolio 2.3.1
2. Compare/contrast traditional portfolios to electronic portfolios 2.3.2

2.4 Describe the process of obtaining employment

1. Prepare a letter of application 2.4.1
2. Complete employment application 2.4.2
3. Write a follow-up letter 2.4.3

2.5 Discuss interview protocol

1. Model appropriate dress, business etiquette and behavior 2.5.1
2. Role play job interview 2.5.2
3. Record and self-evaluate mock interviews 2.5.3

2.6 Identify skills necessary for retaining employment

1. Identify and demonstrate positive work behaviors and personal qualities needed to be employable 2.6.1
2. Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation 2.6.2
3. Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite 2.6.3

2.7 Explore job shadowing experiences

1. Interview professionals in the field 2.7.1
2. Participate in a minimum of two job shadowing experiences 2.7.2

Entrepreneurship

3.1 Define terms related to entrepreneurship

1. Match terms related to entrepreneurship 3.1.1

3.2 Identify types of business ownership

Skip to main content

1. Compare and contrast different business ownership 3.2.1

3.3 Discuss entrepreneurial opportunities in Consumer Services

1. Identify career requirements, characteristics, and personality traits necessary to be a successful entrepreneur 3.3.1
2. Complete work value assessments 3.3.2
3. Research prominent entrepreneurs 3.3.3

3.4 Identify the aspects that need to be considered in a professional business plan

1. Develop a business plan (for example, follow STAR events Entrepreneurship guidelines)
Business Description
Facility
Supplies and Equipment
Organizational Chart
Personnel Management
Funding for Business
Budget
Laws, Regulations, and Codes
Advertising and Recruitment 3.4.1

Professional Leadership

4.1 Define terms related to professional leadership

1. Match terms related to professional leadership 4.1.1

4.2 Classify leadership qualities and roles

1. Investigate leadership styles
Autocratic
Democratic
Laissez-faire 4.2.1
2. Analyze community responsibilities 4.2.2
3. Identify opportunities for volunteerism 4.2.3
4. Plan and implement service learning projects related to consumer services 4.2.4

4.3 Identify ethical business practices

1. Model ethical behaviors in the relationship with consumer service client/consumer 4.3.1
2. Research laws and regulations related to business practices 4.3.2
3. Explore resource consumption and conservation 4.3.3
4. Examine legal and interpersonal issues of a multi-cultural workplace 4.3.4

Consumer Information and Resources

5.1 Define terms related to consumer information and resources

1. Match terms related to consumer information and resources 5.1.1

5.2 Describe consumer product information

1. Examine features, prices, product information, styles, and performance of consumer goods using print media and electronic media 5.2.1
2. Create a presentation using examined product information 5.2.2

5.3 List consumer rights and responsibilities

Skip to main content

1. Interpret consumer rights
Right to safety
Right to choose
Right to be informed
Right to be heard
Right to redress 5.3.1
2. Interpret consumer responsibilities
To make an informed decision
To treat merchandise with care
To follow product instructions
To pay our debts
To demand reliable products 5.3.2

5.4 Outline aspects of filing and resolving consumer complaints

1. Discuss the consumers role in resolving complaints 5.4.1
2. Identify the industries role in resolving complaints 5.4.2
3. Demonstrate strategies used to resolve consumer complaints
Listen attentively
Speak courteously
Include consumer in planning
Diffuse consumer anger
Reach an acceptable agreement
Maintain relationship with consumer 5.4.3
4. Role play consumer issues and resolve complaints 5.4.4
5. Write a letter of complaint 5.4.5

5.5 Identify issues related to consumer advocacy

1. Examine the roles of advocacy groups at state and national levels 5.5.1
2. Analyze the contributions of policy makers to consumer advocacy 5.5.2
3. Investigate the effects of consumer protection laws on advocacy 5.5.3
4. Demonstrate strategies that enable consumers to become advocates 5.5.4

5.6 Identify potential consumer fraud

1. Create multimedia project to inform consumers about protection agencies and their rights related to fraudulent practices 5.6.1
2. Plan ways to protect consumers from fraud, deceit or misrepresentation 5.6.2
3. Apply strategies to reduce the risk of consumer fraud 5.6.3

5.7 Discuss opportunity cost

1. Recommend best products, plans, or services for customer 5.7.1

Product Research and Development

6.1 Define terms related to product research and development

1. Match terms related to product research and development 6.1.1

6.2 Summarize consumer trends and needs

1. Examine how companies determine consumer needs and follow trends 6.2.1
2. Develop and/or conduct market survey to determine consumer trends and product development needs 6.2.2
3. Relate market survey data to consumer decision making 6.2.3

Skip to main content

6.3 Discuss the process of product development and testing

1. Identify characteristics of quality goods and services 6.3.1
2. Examine consumer products and compile product information 6.3.2
3. Conduct product testing 6.3.3
4. Evaluate product safety standards and issues 6.3.4
5. Explain product protection practices
copyrights
guarantees
laws and regulations
patents
product registration
warranties
contracts 6.3.5

6.4 Explain product presentation and marketing strategies

1. Discuss types of advertising
print
television
radio
Internet 6.4.1
2. Outline an advertising plan to market a product 6.4.2
3. Create an oral presentation with visual materials using technology 6.4.3
4. Demonstrate a product 6.4.4
5. Design a marketing strategy for a professional business plan 6.4.5

6.5 Relate public relations to consumer services

1. Create and communicate accurate public service information to educate various audiences about consumer services 6.5.1