Arkansas CTE

Retailing: Grades 11, 12

Adopted 2007

Exploring Retail Marketing

1.1 Define terminology

1. Prepare a list of terms with definitions 1.1.1

1.2 Describe the purposes of retailing and the value to consumers

1. Research the purposes of retailing and the value to consumers 1.2.1

1.3 Describe a brief history of each type or method of retailing (Ex. Trading post, peddler, brick and mortar, e-commerce)

1. Research and write a paper on the changes in retailing since World War II and discuss the causative factors 1.3.1

1.4 Describe the two types of retail marketing businesses

1. Research recent business periodicals to make a list of the top ten retailers in each of the two types of retail businesses 1.4.1

1.5 Delineate the different channels of distribution

1. Trace through each of the channels of distribution from producer to consumer using a visual aid 1.5.1

1.6 Explain marketing business by type of ownership, goods or services sold, non-store retailing, pricing and location

1. Participate in a group effort to collect and classify examples of retail businesses by type, services, pricing, location and sub-classification 1.6.1

Economics of Marketing

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1

2.2 Discuss economic system (supply and demand)

1. Write an essay explaining the difference between a need and a want with emphasis on economic and non-economic 2.2.1

2.3 Identify the categories of resources of an economy (land, labor, capital, human)

1. Analyze and defend the statement, All resources are limited 2.3.1

Skip to main content

List the major elements of a free-enterprise system (competition, pricing, products/services, location, distribution)

1. Compare and contrast the advantages and disadvantages of a free-enterprise system to a person operating a retail business 2.4.1

2.5 Explain the characteristics of capitalism in America as opposed to global economic systems

1. Compare two diverse global economic systems 2.5.1

2.6 Cite the different types of business ownerships

1. Prepare a list of advantages and disadvantages of sole proprietorship, partnership and corporations 2.6.1

Managing Human Resources

3.1 Define terminology

1. Prepare a list of terms with definitions 3.1.1

3.2 List the benefits and compensation plans an employee can expect from an employer

1. Compile a comprehensive list of benefits and compensations received by each employed class member for comparison 3.2.1

3.3 Explain workplace skills an employer can expect from an employee

1. Using sample employee evaluation forms gathered from employers and develop a cumulative list of skills needed for good employer/employee relations 3.3.1

3.4 Paraphrase the Civil Rights Act of 1964 and the Age Discrimination Act

1. Assess the effects of the Civil Rights Act of 1964 and The Age Discrimination Act on retail hiring practices 3.4.1

3.5 Identify sources that retailers use to find potential employees (Ex. Internet, newspaper, head hunters, word of mouth)

1. Collect and display examples of employee recruitment techniques used by employers 3.5.1

3.6 Research the skills an employee should master to be an effective team member

1. Demonstrate through role play these team work skills 3.6.1

3.7 Explain the benefits of job training

1. Interview employers to determine various types of training available in retailing 3.7.1

3.8 Delineate the reasons for continuous retail training and some of the methods used in continuous training

1. Appraise the role of student/professional organizations in marketing and retail management 3.8.1

Skip to main content

Hu... relations

3.1 Define terminology

1. Prepare a list of terms with definitions 4.1.1

4.2 List various positive attitudes for all workers

1. Demonstrate through role play various positive attitudes for all workers 4.2.1

4.3 Identify ways an individual can contribute to teamwork

1. Participate in a committee meeting to decide on a project 4.3.1

4.4 Explain the difference between active and passive listening

1. Develop guidelines for developing active listening and for written/spoken messages 4.4.1

Retail Selling

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 Cite the steps in a sale of shopping goods

1. Prepare props and a scenario for a role play in which the steps in the sale of shopping goods are exemplified 5.2.1

5.3 List various occupational levels in the area of sales

1. On an organizational chart plot the duties, responsibilities and education needed to be a sales clerk, salesperson, or sales representative 5.3.1

5.4 List the questions that must be addressed in a product or service analysis

1. Prepare a list and Identify a product or service analysis 5.4.1

5.5 Explain the dynamics of determining when to approach customers

1. Practice approach using role play 5.5.1

Facilities and Operations

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 Give considerations in planning a store layout

1. Analyze the physical placement of goods in a store relative to sales amounts and percentages 6.2.1
2. Develop appropriate layouts for feature, impulse, and staple goods in a moderate-size store facility 6.2.2
3. Identify a retail store you believe has a good lighting system. Compile a list of the various types of lighting used, and merchandise featured under a special lighting 6.2.3

6.3 Identify various forms of customer service in retail establishment

Skip to main content

1. Chart the different services offered by a major department store, hardware store, discount store, or auto dealership to determine a comparison 6.3.1

2. Visit several different kinds of retail stores to determine the difference between self-service and self-selection 6.3.2

6.4 Identify the basic types of retail credit and factors which retailers use to determine how to grant credit

1. Research laws in your state and write a paper on actions that can be taken by merchants to ensure prompt payment /to collect delinquent payments 6.4.1

Handling/Processing Merchandise

7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

7.2 The steps in the receiving and checking-in process of merchandise for a typical retail store

1. Diagram and describe how you would handle the daily receipt of 50-60 boxes and packages of merchandise for X-Y-Z Variety Store 7.2.1
2. Determine how the receiving procedures in supermarkets differ from those in furniture stores and present your findings to the class 7.2.2

7.3 Explain the role of technology in logistics and distribution

1. Compare and contrast various types of distributors 7.3.1
2. Develop an appropriate distribution strategy for various types of retailers 7.3.2

7.4 Identify the various types of price coding

1. Collect from department or variety stores examples of the following: pin tag, string, tag, gummed label and electronic bar tag to compare information 7.4.1
2. Make up two cost codes, one using letters and one using numbers; record various prices as examples 7.4.2

7.5 Compare the various types of stock control

1. In a short paper, explain why more than one system of stock control would be necessary for some stores 7.5.1

7.6 Discuss asset control measures

1. By using one of various methods, identify a major national retailer and research their asset protection policy 7.6.1

Location Analysis and Selection

8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1

8.2 Discuss demographic market research as it relates to store location

1. Create a list of local retailers and identify the target market of each 8.2.1

Skip to main content

Identify sources of secondary information and methods of gathering primary information

1. Collect data on the number of stores in your area using one of the collection methods described. Detail the advantages and disadvantages of your choice 8.3.1

8.4 Describe the kinds of shopping malls, multi-use malls and mega malls

1. Analyze which type of malls are appropriate for various demographic areas 8.4.1

Careers in Retailing

9.1 Define terminology

1. Prepare a list of terms with definitions 9.1.1

9.2 List expectations potential employees may have about their jobs and identify qualities needed for success

1. As a class prepare a survey of class members, school personnel, family members, business persons, and compile data to answer this question for your geographic area 9.2.1

9.3 The reasons that school career-planning and placement offices are more effective job information sources

1. Visit your high school counselor's office to discuss careers in marketing 9.3.1

9.4 Explain how interest and aptitude test help identify career choices and name sources of job information

1. Identify examples of aptitude tests for class discussion 9.4.1

9.5 Describe training and education necessary to obtain a career in retailing

1. Use the Internet to research the requirements needed to pursue a career in retailing 9.5.1
2. Complete and print an online employment application and resume 9.5.2

9.6 Describe the potential for employment and opportunities for advancement

1. Using the Occupational Outlook Handbook, research a career in retail of personal interest and discuss the potential for employment and opportunities for advancement 9.6.1