Retail Management
At-A-Glance - Lamar CISD

Ongoing Skills Imbedded All Year	**Professional Standards/Employability Skills/Technical Skills**		
	Professional Standards/Employability Skills RM (1) The student uses self-development techniques and interpersonal skills to accomplish retail management objectives. RM 1(A) The student will demonstrate effective interpersonal and team-building skills involving situations with coworkers, managers, and customers. RM 1(B) The student will develop leadership and career development activities. RM 1(C) The student will develop employability skills needed to be successful in the retail marketing industry. **CTSO-DECA** (b) (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.		
Grading Period	**Unit Name**	**Estimated Time Frame**	**TEKS**
Grading Period 1 **29 Days**	**Professional Standards/Employability Skills**	**Ongoing**	1.A, 1.B, 1.C, b.4
	RM (1) The student uses self-development techniques and interpersonal skills to accomplish retail management objectives. RM 1(A) The student will demonstrate effective interpersonal and team-building skills involving situations with coworkers, managers, and customers. RM 1(B) The student will develop leadership and career development activities. RM 1(C) The student will develop employability skills needed to be successful in the retail marketing industry. **CTSO-DECA** (b) (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.		
	Introduction to Retailing	**3 Days**	b.3
	(b) (3) Retail Management is designed as a comprehensive introduction to the principles and practices of retail management. The course explores the process of promoting greater sales and customer satisfaction by gaining a better understanding of the consumers of the goods and services provided by a company. The course provides an overview of the strategies involved in the retail process, such as distributing finished products created by the business to consumers and determining what buyers want and require from the retail market.		
	Retail Communication Mix	**8 Days**	9.A, 9.B, 9.C, 9.D, 9.E
	RM (9) The student evaluates effective promotional activities retail managers use to inform, persuade, and remind customers of products that will meet consumer needs through the use of advertising, sales promotion, public relations, and personal selling. RM 9(A) The student will apply the six elements of effective communication including sender, message, channel, receiver, translation, and feedback. RM 9(B) The student will demonstrate an understanding of effective written, verbal, and nonverbal communication. RM 9(C) The student will evaluate effective promotional communication techniques used to inform or motivate consumers to invest in products or services. RM 9(D) The student will evaluate advertising, public relations, personal selling, and sales promotion techniques. RM 9(E) The student will evaluate and employ technology applications to promote items using online advertising, web presence, social media, email campaigns, and other modes of electronic promotional modes. NOCTI ALIGNMENT: Communications • Apply e-ective verbal and telephone communications, including proper grammar and vocabulary • Prepare basic written reports and product presentations • Follow oral and written directions • Describe forms of nonverbal communication		
	Team Building and Leadership Strategies	**18 Days**	13.A, 13.B, 13.C, 13.D, 13.E, 13.F, 13.G
	RM (13) The student demonstrates an understanding of the importance of effective teams and analyzes how effective leaders implement group development strategies. RM 13(A) The student will understand the process of forming, storming, norming, performing, and adjourning. RM 13(B) The student will discuss effective interpersonal and team-building skills involving situations with coworkers, supervisors, and subordinates. RM 13(C) The student will evaluate personal integrity and its effects on relationships in the workplace. RM 13(D) The student will evaluate characteristics of successful working relationships such as teamwork, conflict resolution, self-control, and the ability to accept criticism. RM 13(E) The student will evaluate the importance of diversity in the workplace.		

	RM 13(F) The student will analyze employer expectations. RM 13(G) The student will exhibit productive work habits and attitudes. NOCTI ALIGNMENT: Professionalism in Retail Merchandising • Abide by OSHA and other legal standards • Determine personality traits and skills important to retailing (e.g., creativity, organizational skills) • Promote a positive company image • Describe appropriate professional appearance • Respect and understand the importance of diversity and appropriate behavior • Exhibit business ethics and maintain confidentiality • Abide by policies and procedures • Demonstrate team and interpersonal relationships • Identify leadership traits		
Grading Period 2 **27 Days**	**Customer Service in Retail Management**	**4 Days**	2.A, 2.B, 2.C, 2.D
	RM (2) The student applies and evaluates the features of excellent customer service. RM 2(A) The student will apply effective communication skills such as active listening, evaluating nonverbal signals, use of appropriate grammar, vocabulary, and tone. RM 2(B) The student will effectively communicate verbally and in writing, including e-mail, traditional letter writing, phone conversation, and face-to-face. RM 2(C) The student will discuss how company policy impacts a consumer's interaction with the retail establishment. RM 2(D) The student will evaluate how one's attitude impacts a consumer's experience with the retailer. NOCTI ALIGNMENT: Customer Service, Sales, and Selling • Explain the importance of positive customer relations • Determine the customer/client needs and buying motives • Demonstrate an understanding of the buying process • Demonstrate product knowledge • Contrast sales approaches (e.g., greeting) • Close the sale and provide customer maintenance activities • Interpret business policies to customers/clients and handle customer complaints and issues		
	The Selling Process and Customer Needs	**10 Days**	10.A, 10.B, 10.C, 10.D, 10.E, 10.F
	RM (10) The student analyzes and applies personal selling elements needed in retail management to determine how to generate sales. RM 10(A) The student will apply sales generating techniques including prospecting, solution development, buyer qualification, opportunity qualification and control, negotiation, and account management and follow-up. RM 10(B) The student will describe how ethical behaviors on the part of the sales associate impacts the retail market. RM 10(C) The student will apply selling techniques such as…. needed in the retail market. RM 10(D) The student will evaluate best practices of product training for sales associates. RM 10(E) The student will assess how determining the needs, presenting the product, handling objections, closing the sale, and following up with customers increases sales for the retailer. **Retail Marketing Business Strategies** RM 10(F) The student will determine what types of questions a sales associate should ask a consumer NOCTI ALIGNMENT: Customer Service, Sales, and Selling • Explain the importance of positive customer relations • Determine the customer/client needs and buying motives • Demonstrate an understanding of the buying process • Demonstrate product knowledge • Contrast sales approaches (e.g., greeting) • Close the sale and provide customer maintenance activities • Interpret business policies to customers/clients and handle customer complaints and issues		
	Retail Marketing Business Strategies	**13 Days**	5.A, 5.B, 5.C, 5.D, 5.E, 5.F, 5.G
	RM (5) The student analyzes marketing research to make changes to business strategies or operations. RM 5(A) The student will analyze data collected through surveys, interviews, group discussions, and analysis of internal records to create data reports. RM 5(B) The student will evaluate actionable research used to improve a retailer's practices to improve overall operations. RM 5(C) The student will analyze and evaluate the use of surveys to gather effective data needed by the retailer to make effective operational decisions. RM 5(D) The student will analyze and disaggregate internal data such as sales data, shipping data, finance reports, inventory reports, customer and personnel feedback collected by the retailer to make effective operational decisions.		

	RM 5(E) The student will analyze and disaggregate marketing data based on indicators such as age, gender, education, employment, income, family status, and ethnicity to identify and evaluate products based on the retailers' target market. RM 5(F) The student will identify and analyze how the product, price, promotion, and placement of the product impacts the retail market. RM 5(G) The student will evaluate data to determine what sector of the market to target such as the mass market, a target market, or market segmentation. NOCTI ALIGNMENT: Advertising, Promotion, and Marketing • Explain the concept and purpose of advertising and cooperative advertising • List forms of advertising media and the advantages and disadvantages of each • Apply knowledge of advertising in social media • Characterize how merchandising impacts a retailer's perceived image and/or brand • Demonstrate an understanding of the concept of the marketing mix and segmentation		
Grading Period 3 **28 Days**	**Store Layout, Design, and Visual Merchandising**	**15 Days**	11.A, 11.B
	RM (11) The student evaluates and applies visual merchandising. RM 11(A) The student will evaluate how a retailer's storefront, store layout, store interior, centralized visual merchandising, and interior displays impact sales and a consumer's experience with the business. RM 11(B) The student will apply the proper use of design elements such as mannequins, props, lighting, color, signage, and graphics. NOCTI Alignment: Merchandising • Participate in executing effective in-store and window displays, and door sets • Explain the use and effect of visual merchandising and store layout • Use safety precautions when setting up displays • Explain the role of wholesalers and distributors • Operate point-of-sale terminal/calculator • Receive incoming stock and verify invoice accuracy • Process returned, unwanted, or damaged inventory • Explain functions of maintenance and cleanliness		
	Creating a Portfolio	**10 Days**	3.A, 3.B, 3.C, 3.D
	RM (3) The student creates professional documents required for employment. RM 3(A) The student will develop a résumé. RM 3(B) The student will write appropriate business correspondence such as a letter of intent and a thank you letter. RM 3(C) The student will complete sample job applications. RM 3(D) The student will explain protocol for use of references.		
	Semester Review and Final Exams	**3 Days**	
Grading Period 4 **31 Days**	**Digital Retailing**	**11 Days**	4.A, 4.B, 4.C
	RM (4) The student will analyze non-store retailing modalities including direct selling, telemarketing, online retailing, automatic vending, direct marketing, and e-tailing. RM 4(A) The student will evaluate the effectiveness of marketing and selling through online platforms such as mobile apps and through the use of software applications and the effectiveness of the mobile app and software application. RM 4(B) The student will analyze the disadvantages of non-store retailing such as security concerns, inability to interact with the customer, delay in receiving the product, returning unwanted items, and the lack of social interaction with retailers. RM 4(C) The student will analyze the advantages of non-store retailing such as unlimited access to view the inventory, the ability to purchase 24 hours per day/7 days a week, lower overhead cost, and a larger inventory of items than is housed in a brick-and-mortar facility. NOCTI ALIGNMENT: Technology in Retail Merchandising • Describe benefits of technology in retailing • Describe digital pricing and inventory systems • Compare advantages and disadvantages of electronic payment to the retail establishment • Characterize how technological changes impact a retailer's perceived image and/or brand • Describe various forms of digital retail technology (e.g., rewards programs, loyalty cards) • Compare advantages and disadvantages of "brick and mortar" versus online businesses		

	Retail Pricing and Profit Strategies	**8 Days**	8.A, 8.B, 8.C, 8.D, 8.E
	RM (8) The student evaluates retailer pricing strategies based on factors such as competition, the economy, and supply and demand to maximize sales and profit. RM 8(A) The student will evaluate how uncontrollable factors such as competition, the economy, and supply and demand impact pricing. RM 8(B) The student will evaluate how controllable factors such as company goals, operating expenses, and product life cycles impact pricing. RM 8(C) The student will describe and evaluate how demand-based pricing, competition-based pricing, and cost-based pricing determine the base price for a product. RM 8(D) The student will identify how market share impacts pricing of products. RM 8(E) The student will create price points using Keystone pricing, industry benchmarks and industry surveys. NOCTI ALIGNMENT: Retail-Related Mathematics • Solve addition, subtraction, multiplication, division, fractions, decimals, and percentage problems pertaining to business/retailing • Make change with or without change indication • Calculate amount of purchases, discounts, and special charges for purchases • Complete sale transactions, including cash, charge cards, and sales tax • Apply the concepts of commission sales and sales quotas • Identify various measures used by retailers (e.g., conversion, UPT) • Open/close out register/terminal • Calculate price changes Economics • Display knowledge of basic economic concepts, including supply and demand • Distinguish between consumer wants and needs • Explain the concept of opportunity cost • Describe the concept of global opportunities related to goods and services • Dene characteristics of economies related to government involvement		
	Purchasing Process for Retail Management	**5 Days**	6.A, 6.B, 6.C, 6.D
	RM (6) The student demonstrates an understanding of the role and responsibilities of a buyer in retail management and can analyze the target market to evaluate consumer needs and wants based on data. RM 6(A) The student will define and describe various merchandising categories such as staple, fashion, seasonal, convenience. RM 6(B) The student will evaluate merchandise plans and their components including planned sales, planned stock, planned stocked reductions, and planned retail purchases. RM 6(C) The student will analyze each stage of a product's life cycle including introduction, growth, maturity, and decline and how this relates to the target market. RM 6(D) The student will develop a budget based on financial goals. NOCTI ALIGNMENT: Retail-Related Mathematics • Solve addition, subtraction, multiplication, division, fractions, decimals, and percentage problems pertaining to business/retailing • Make change with or without change indication • Calculate amount of purchases, discounts, and special charges for purchases • Complete sale transactions, including cash, charge cards, and sales tax • Apply the concepts of commission sales and sales quotas • Identify various measures used by retailers (e.g., conversion, UPT) • Open/close out register/terminal • Calculate price changes		
	Retail Inventory Management	**7 Days**	7.A, 7.B, 7.C, 7.D
	RM (7) The student applies inventory management strategies to effectively create and manage reliable tracking systems to schedule purchases, calculate turnover rate, and plan merchandise and marketing decisions. RM 7(A) The student will evaluate the process of purchasing inventory and executing a purchase order, transporting orders, and receiving orders. RM 7(B) The student will evaluate inventory management practices and the process of ordering merchandise, receiving it into stock, and allocating funds for the vendor. RM 7(C) The student will differentiate between perpetual and periodic inventory tracking methods and describe how point of sale software, universal product codes (UPCs), radio frequency identification (RFID), stock shrinkage, and loss prevention impact a retailer's inventory management. RM 7(D) The student will analyze how stock turnover rates impact inventory.		

Grading Period 5 30 Days	**Risk Management and Mitigation Strategies Including Insurance**	**5 Days**	14.A, 14.B, 14.C, 14.D
	RM (14) The student analyzes and evaluates the practice of risk management including identifying, assessing, and reducing the risk through proper planning. RM 14(A) The student will differentiate between natural, human, market, economic and market risks. RM 14(B) The student will differentiate between controllable and uncontrollable risks. RM 14(C) The student will evaluate strategies to minimize risks by identifying, assessing, and reducing risks. RM 14(D) The student will analyze how financial losses from human, physical, and natural type risk factors can be minimized through the use of insurance. NOCTI ALIGNMENT: Entrepreneurship • State the advantages and disadvantages of small business ownership • Explain franchising and other types of business ownership (e.g., partnership, corporation) • Display understanding of trademarks, patents, and copyrights		
	Human Resources and Retail Store Management	**5 Days**	12.A, 12.B, 12.C, 12.D, 12.E, 12.F, 12.G, 12.H
	RM (12) The student demonstrates an understanding of the role of the retail manager for recruiting, hiring, training, supervising, and terminating employees as well as maintaining the everyday operation of a business to ensure that it functions efficiently and meets established goals. RM 12(A) The student will evaluate methods of recruiting externally. RM 12(B) The student will explain the proper methods of recruiting internally. RM 12(C) The student will consider how to develop a diverse pool of talent for employment consideration. RM 12(D) The student will explain the application of Equal Employment Opportunity Commission guidelines on the recruitment process. RM 12(E) The student will explain why employees often need additional training such as learning new skills and technologies and complying with new laws and regulations. RM 12(F) The student will construct an employee appraisal program. RM 12(G) The student will explain who should evaluate employees, including supervisors and managers, peers, customers or clients, and subordinates. RM 12(H) The student will identify leadership and career development activities such as involvement with appropriate student and local management associations. NOCTI ALIGNMENT: Entrepreneurship • State the advantages and disadvantages of small business ownership • Explain franchising and other types of business ownership (e.g., partnership, corporation) • Display understanding of trademarks, patents, and copyrights		
	NOCTI Testing	**10 Days**	**NOCTI Testing**
	Testing for written and “hands-on” days.		
	Knowledge Matters - Virtual Retailing	**10 Days**	
	Market Research, Product Planning, Product Place and Placement		
Grading Period 6 27 Days	**Knowledge Matters - Virtual Retailing**	**24 Days**	
	Product Pricing Traditional and Email Promotional Strategies, Staffing/ Selling/ and Customer Service, Purchasing and Inventory Control, Merchandising, Security and Risk Management, Financing and Business Planning		
	Semester Review and Final Exams	**3 Days**	