

## **BA RETAIL MANAGEMENT 12**

**District Name:** Kamloops/Thompson

**District Number:** #73

**Developed by:** Don Marshall

**School Name:** Brocklehurst Secondary

**Principal's Name:** Tom Elliott

**Board/Authority Approval Date:** 2005/05/30

**Board/Authority Signature:**

**Course Name:** Retail Management 12

**Grade Level of Course:** 12

**Number of Course Credits:** 4

**Number of Hours of Instruction:** 120

**Prerequisite(s):** Accounting 11, or Retail Management 11, or Teacher Permission.

**Special Training, Facilities or Equipment Required:** None

**Course Synopsis:** This course is designed for a select number of students who will act as store managers for the Brock Korner Store. Working in a team concept they will oversee all aspects involved in a small business operation.

**Rationale:** This course will enable a select number of students to further their retail skills as managers in the Brock Korner Store. Students will gain invaluable experience running the day to day operations of a real business. They will learn to work in a team concept in a leadership role.

## **COURSE OUTLINE**

- Chapter 12** - Advertising
  - How advertising works
  - Pros and Cons
  - Laws and Ethics
  - Creating Retail Advertisements
  
- Chapter 13** - Print Advertising Media
  - Newspapers, Magazines
  - Specialty Advertising
  - Outdoor Media
  
- Chapter 14** - Broadcast Advertising Media
  - Radio
  - Television
  
- Chapter 15** - Visual Merchandising
  - Purpose of Displays
  - Types of Displays
  - Creating Displays
  - Use of Color
  
- Chapter 16** - Introduction to Retail Selling
  - Customer Buying Behavior
  - Qualities of a Salesperson
  - Duties of a Salesperson
  
- Chapter 17** - Steps in a Sale
  - The Selling Process
  - Approach
  - Determining Wants and Needs
  - Presenting Goods
  - Answering Objections and Closing
  
- Chapter 18** - Store Policies and Procedures
  - Selling and Service Policies
  - Employee Conduct policies
  - Management Records
  - Credit and Collection

- Chapter 19** - Buying, Pricing, Inventory Control
- Flow of Goods
  - Merchandising Mix
  - Supplier Relations
  - Pricing Goods
  - Inventory Control

## **EVALUATION AND ASSESSMENT**

Students will be evaluated on a combination of unit tests, homework assignments, projects, as well as management skills in the school store. Working together as a team, effort and attitude, and attendance are also stressed.

Unit Tests	-	40%
Projects & Assignments	-	20%
Term Exams	-	10%
Managing the School Store	-	<u>30%</u>
<b>Total</b>	-	<b>100%</b>

## **Course Outline – Retail Management 12**

### **Curriculum Organizer – Advertising**

It is expected that students will be able to:

- Recognize why retailers need to advertise.
- Identify several aims of retail advertising.
- Critically evaluate the role advertising plays in the world of retailing.
- Understand the concept of advertising mix.
- Appreciate the laws and ethical codes related to retail advertising practices.
- Create effective retail advertisements.

### **Curriculum Organizer – Print and Broadcast**

It is expected that students will be able to:

- Identify various print and broadcast advertising media.
- Outline the characteristics of each advertising medium.
- Know how to reach particular demographic groups through various advertising media.
- Evaluate these media as a retail advertising tool.

### **Curriculum Organizer – Visual Merchandising**

It is expected that students will be able to:

- Appreciate the value of displays as a merchandising tool.
- Identify and evaluate exterior and interior display formats.
- Understand the basic principles and guidelines for the creation of effective displays.
- Recognize the importance and power of color in displays.

### **Curriculum Organizer – Introduction to Retail Selling**

It is expected that students will be able to:

- Understand the factors affecting customer buying habits.
- Identify personal qualities required to succeed as a salesperson.
- Evaluate your sales personality traits.
- Recognize the responsibilities of a salesperson to maintain stock and help avoid store losses.

## **Curriculum Organizer – Steps of a Sale**

It is expected that students will be able to:

- Outline how salespeople prepare to meet customers.
- Explain the importance of greeting customers effectively.
- Determine customer wants and needs.
- Recognize and evaluate various sales techniques.
- Respond to various types of customer objections.
- Outline methods salespeople use to close a sale.
- Appreciate the mechanics of processing the sale and leaving the customer in a positive manner.

## **Curriculum Organizer – Store Policies and Procedures**

It is expected that students will be able to:

- Outline sales, convenience and community related services.
- Appreciate the need for employee policies.
- Describe the elements of an effective store security system.
- Explain the importance of keeping accurate records and financial statements.
- Recognize selling on credit as a business tool.

## **Curriculum Organizer – Buying, Pricing and Inventory Control**

It is expected that students will be able to:

- Understand the flow of goods in a retail operation.
- Identify factors that affect merchandise mix.
- Outline duties assigned to buyers.
- Understand how to choose suppliers and order and receive goods.
- Understand the factors that affect pricing goods for resale.
- Appreciate the need for an adequate and balanced inventory.

## Evaluation and Assessment

Students will be evaluated on a combination of unit tests, homework assignments, projects as well as management skills in the school store. Working together as a team, effort and attitude, and attendance are also stressed.

Unit Tests	40%
Projects and Assignments	20%
Term Exams	10%
Managing the School Store	<u>30%</u>
	100%