# DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/The Retail Business                                    Course Code: 040006     CIP Code: 52. 1802

| COURSE INTRODUCTION: |
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| **An instructional program that prepares individuals to apply marketing skills in retail establishments.  Principles, practices and procedures are taught as related to the field of retailing.** |

| UNIT DESCRIPTION: | SUGGESTED UNIT TIMELINE:   6 WEEKS |
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| Students will learn about Retail Business. | CLASS PERIOD (min.):  50 MINUTES |

| ESSENTIAL QUESTIONS: |
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| **1. What is Retailing?** |

| ESSENTIAL MEASURABLE LEARNING OBJECTIVES | CCSS LEARNING GOALS (Anchor Standards/Clusters) | CROSSWALK TO STANDARDS | | | | |
|---|---|---|---|---|---|---|
| | | GLEs/CLEs | PS | CCSS | MBA Research Standards | DOK |
| 1.   Define the term retailing. | | | | **RI.11-12.4** | Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives | 1 |
| 2.   Identify different channels of distribution | | | | **RI.11-12.7** | Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services | 1 |

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| 3.  Compare the types of retail business ownership | | | | RST.11-12.7 | Understands the economic principles and concepts fundamental to business operations | 3 |
| 4.  Classify the types of store-based retailers | | | | RST.11-12.8 | Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives | 2 |
| 5.  Create online and non-store retailing | | | | WHST.11-12.6 | Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities | 4 |

**ASSESSMENT DESCRIPTIONS:**

**Learning activities, review questions, and projects are included in digital format.  See Instructional Activities.**

| Obj. # | INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods) |
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| 1 | 1.  Present retailing past to present and why it is important to us today. |
| 2 | 2.  Show visual aids on channels of distribution and explain the difference between direct and indirect channels.   Explain the importance of middlemen in an indirect channel. |

| 3 | 3. Present the types of retail business ownership. |
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| 4 | 4. Use logos of stores students are familiar with to identify store-based retailers.  Match store characteristics to type of store to reinforce identification. |
| 5 | 5. Show several examples of online and non-store retailing.  Discuss advantages and disadvantages of this type of retailing. |
| **Obj. #** | **INSTRUCTIONAL ACTIVITIES: (What Students Do)** |
| 1 | 1. Students listen to presentation on retailing and complete a handout over exploring the retail environment. (Retail 1.1) |
| 2 | 2. Students will complete a comprehension check and create product packaging to move their product through several channels of distribution. (Retail 1.2.1 &  Retail 1.2.2) |
| 3 | 3. Students create a chart showing advantages and disadvantages of each type of business ownership.  (Retail 1.3) |
| 4 | 4. Students will complete assignment over types of store based retailers.  (Retail 1.4) |
| 5 | 5. Create non-store retail opportunities for customers through a website or catalog.  (Catalog:  Retail 1.5.1, Web Site:  Retail 1.5.2) |

**UNIT RESOURCES: (include internet addresses for linking)**

**Glencoe Retailing Text (McCalla, Priscilla.  2005)**

**Missouri Marketing Listserve – Resources for Marketing Activities**

**MCE DVD ROM 20.3 – MODERN MARVELS:  The Supermarket -** History Channel, SAN FRANCISCO, CA, HISTORY CHANNEL, 2006.  Our basic need and desire for food has made the supermarket one of the great success stories of modern retailing. Making customers' visits as efficient and profitable for the store as possible has led to many technological advancements, such as bar coding and a scale that recognizes the type of produce placed on it. Explore the finely-engineered psychology of the supermarket, including store layout, lighting, music and aromas that trigger the appetite. Also, learn how organic grocers are carving out an increasingly large niche as a growing percentage of the public becomes interested in eating healthier foods. 50 minutes.

**MCE DVD ROM 37.1 - The New Age of Walmart -** Films Media Group, NEW YORK, NY, FILMS MEDIA GROUP, 2009.  This CNBC report describes Walmart's realization that it was losing 8 percent of its customers due to bad publicity—and how it undertook an extreme makeover of its image

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and stores.  Also explored in the video: political currents running counter to Walmart's low-cost business model, the retailer's growing presence in China, and the controversy over its ongoing U.S. expansion—which some communities have forestalled or even prohibited.