

Course Information

RETAIL MANAGEMENT

PREREQUISITES: Retail Marketing

INSTRUCTOR: Mrs. Erickson

PHONE: 248.203.3500 Ext. 33538



CREDITS EARNED: ½ Credit

LOCATION: C-1, Store Areas

EMAIL: ke03bps@birmingham.k12.mi.us

COURSE OBJECTIVES

- Students will develop additional knowledge of the retail industry.
- Students will apply knowledge of various marketing concepts.
- Students will operate a cash register.
- Students will “cash out” properly.
- Students will apply cash control procedures.
- Students will apply loss prevention procedures.
- Students will apply purchasing procedures.
- Students will apply inventory procedures.
- Students will gain knowledge of various retail careers including management.
- Students will develop a further understanding of display and visual merchandising
- Students will develop a further understanding of research, promotion and advertising.
- Students will reinforce their understanding of supply and demand.
- Students will reinforce their understanding of how pricing affects sales.
- Students will understand the importance of sales and the selling process.
- Students will apply knowledge of the selling process in a store setting.

AREAS OF STUDY

Students will engage in learning activities related to the following areas:

Marketing Concepts
Retailing
Psychology of Retail
Sales and the Selling Process
Advertising, Promotion and Public Relations
Visual Merchandising and Display
The Role of a Manager
Management Decision-Making
Careers in Retail

OTHER LEARNING ACTIVITIES

Daily Operations of the Groves High School Store, The Falcon’s Nest, and it’s Related Businesses

This is the laboratory portion of the Retail Management curriculum. Students will be provided with time each week to work in the school store or one of its related retail businesses. These different experiences will provide opportunities to demonstrate and reinforce concepts learned in the classroom. Students will use a number of different retailing and marketing techniques as well as personal selling and cash management techniques. Students will rotate through all positions available in The Falcon’s Nest. Students will also share in the responsibility of stocking the merchandise and maintaining the cleanliness and organization of all of the various store areas.

Activities Related to Achieving Personal Success



Students will also have opportunities to hear professional speakers and may have opportunities to visit existing businesses in order to gain insight on things that are currently going on in the world of work.

TEXTBOOKS



- ❖ Marketing Essentials, 3rd Edition by L.S. Farese, G. Kimbrell & C.A. Woloszyk (Classroom Reference only)
- ❖ Silent Selling by J. Bell & K. Ternus (Classroom Reference only)

SUPPLIES

Students will need to bring the following materials to **every** class meeting:

-  Notebook/Paper
-  #2 Pencil, Pen and Planner

HOMEWORK

-  Students will be expected to use good judgment as to the amount of work they need to do outside of class. Homework may be necessary periodically to complete assignments on time.
-  Students must turn their assignments in on time. If homework is assigned, it should be turned in by the beginning of the class period that it is due, unless instructed otherwise.

CLASSROOM RULES

- Be professional at all times
- Bring materials to class each day
- Treat others with respect
- Treat materials and equipment with respect
- Sit in assigned seat unless otherwise instructed
- Use assigned computer unless otherwise instructed
- Work cooperatively with classmates/group members

TARDY

- Tardiness disrupts the classroom and is poor business practice.
- The GROVES HIGH SCHOOL TARDY POLICY will be enforced.
- If you are late to class, you must sign the clipboard on Mrs. Erickson's desk.

EXCUSED/UNEXCUSED ABSENCE

- Students need to make arrangements with Mrs. Erickson to take make up any missed quizzes or catch up on projects/class work during X-block within one week
- Students WILL NOT BE PERMITTED to make up ANY work that took place during an unexcused absence. A "0" will be recorded for all assignments the student missed that day
- The GROVES HIGH SCHOOL ATTENDANCE POLICY will be enforced

LATE WORK

- Individual or group work that is forgotten, lost, stolen, or for whatever reason not turned in on time will receive the grade less 10% for every day it is late but not less than half of what it would have received if it had been turned in on time.
- Late assignments/projects will NOT be accepted for credit if they are not turned in within one week of the original due date.
- An unexcused absence on the due date of an assignment will receive a "0".

PASSES

- No student may leave the classroom without a pass
- Each student will be given five opportunities to use the hall pass in case of emergency
- No additional passes will be issued.
- Students will leave phones with Mrs. Erickson (locked up) while using the pass.

DRINKS/FOOD

- Water bottles are allowed.
- No food or other drinks are allowed in the classroom.
- If other food or beverages are brought to class, students will be asked to discard them or to go outside of the room to finish them. In the latter case, students will be marked present once they have finished. Attendance policies apply.

GRADING




- Errors on PowerSchool must be backed up with the actual graded assignment. Students should keep all returned work to verify their grade printout
- Cheating will not be tolerated! Students caught cheating will receive a "0" on their assignment. If a student is caught cheating more than once, they will be referred to an administrator.
- Any projects previously completed for other classes will not be allowed to be used in this class.

Final course grade will be calculated as follows: 80% - Term grade 20% - Final exam

GRADING SCALE

100-93	A	76-73	C
92-90	A-	72-70	C-
89-87	B+	69-67	D+
86-83	B	66-63	D
82-80	B-	62-60	D-
79-77	C+	59-Below	E

Student grade detail may be provided at any time to parents/guardians per e-mail request to the instructor, Mrs. Erickson, at ke03bps@birmingham.k12.mi.us or online once it is available.

-  **Please note: This is a project based class. Grades will not be updated as frequently as courses with daily assignments.**
-  **Competency in this course shall be determined by obtaining a minimum score of 78% on all course projects and exams.**
-  **Completion of this course in a satisfactory manner makes students eligible to take the Retail Management course at Groves, which can be repeated for credit.**

STUDENTS WILL BE EVALUATED ON THE FOLLOWING:

NOTES

Notes- As an alternative to a textbook, each student will be responsible for taking notes during every lecture and/or classroom discussion.

PROJECTS AND PRESENTATIONS

Projects and Presentations- Communication skills, teamwork, time management, creativity, and knowledge of the material will be demonstrated and evaluated through performing various projects and presentations related to course content.

Note: Regardless of the project and/or assignment, students will be graded individually in some way for his/her production/performance.

CLASS WORK

Various Activities-These activities could include but are not limited to progress checks, in class assignments, homework, current event articles, journal entries and/or group activities.

QUIZES/TESTS

Quizzes/Tests-A quiz or test may be given to show student mastery of concepts covered and material presented. Students with an excused absence on the day of a quiz or test will be required to complete a make-up quiz or test during X-block or another time arranged with Mrs. Erickson.

CITIZENSHIP

Citizenship-This is a business course and students are expected to behave in a professional manner. Students who are being disrespectful to the teacher or other students, who are behaving in an unacceptable manner, or who are using poor judgment in the classroom could be subject to consequences appropriate for the particular form of misconduct.

FINAL EXAM and/or PROJECT

Final Exam/Project -The final will encompass all of the content and competencies covered throughout the entire term. Students could be assessed by taking a test, preparing a culminating project, doing a presentation or any combination of the three.

Wylie E. Groves High School Business Department Expectations



Welcome to the Groves Business Department. Our labs will provide a comfortable, positive learning environment where you will be exploring the exciting world of business, computers, and other technology.

In addition to the guidelines covered in the student handbook regarding the computer acceptable use policy, it is important that you pay close attention to the following Business Department Expectations:

1. Students are expected to behave in a professional business manner at all times. In simulation of business etiquette, all students are requested to remove hats before entering class.
2. Students are expected to respect the materials, equipment, and furniture in the lab and/or classroom.
3. Students will be respectful of others and to their instructor. Teamwork is also essential to a positive work environment. During the course of this class, students are expected to apply the concepts of teamwork.
4. No food or drink is allowed in the Business Department computer labs at any time. Anything that is brought into the classroom/lab will be left at the doorway or thrown in the trash.
5. **Students are permitted to use only applications and programs within the scope of classroom assignments as instructed by the teacher. Students should not use features of software that have not been specifically assigned for use. Failure to follow these parameters will result in disciplinary action.**

The Falcon's Nest at Groves High School Shoplifting Policy

Shoplifting is a problem for retailers in every retail category. It is said that the average retail outlet experiences a shrinkage rate of approximately 8% of gross sales. Of that 8%, more than 80% is due to employee theft. Embezzlement is another concern for retailers. Embezzlement occurs when an employee takes money from the company without the permission of the appropriate manager. Both of these are considered crimes and can be punishable by law.

The Falcon's Nest policy on shoplifting and embezzlement is as follows:

Any student participating in Retail Marketing or Retail Management who is caught shoplifting merchandise or taking money shall be removed from the store setting at once. This action may result in the student being dropped from the class and the student receiving a failing grade for the term. Additionally, theft by anyone, store employees and/or customers, will result in disciplinary action by school administration and a report will be filed with the Beverly Hills Police Department. Detectives will follow up on the situation and press charges where applicable.