

**MERCHANDISING**  
**Course Code: 5430**

**COURSE DESCRIPTION:** The Merchandising course prepares individuals to understand the process of merchandising as it relates to the resale of products and product lines for stores, chains, and other retail enterprises. Concepts included in the course include product planning and development, buying, pricing, branding, inventory management, visual merchandising and display, and the preparation of a marketing plan.

**OBJECTIVE:** Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student, given the necessary number of instructional hours, will be able to perform the following standards for a course offering one unit of credit.

**COURSE CREDIT:** 1 (120 hours) Carnegie unit

**RECOMMENDED PREREQUISITE:** Marketing

**RECOMMENDED GRADE LEVEL:** 10-12

**COMPUTER REQUIREMENT:** One computer per student and Internet accessibility

**A. SAFETY**

**Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

**B. STUDENT ORGANIZATIONS**

**Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in

CTSO conferences, competitions, community service, philanthropy, and other activities.

5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

### **C. TECHNOLOGY KNOWLEDGE**

**Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

### **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

**Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate creativity and innovation.
2. Demonstrate critical thinking and problem-solving skills.
3. Demonstrate initiative and self-direction.
4. Demonstrate integrity.
5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
7. Demonstrate listening and speaking skills.
8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork.

## **E. PROFESSIONAL KNOWLEDGE**

**Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
3. Demonstrate continuous learning and adaptability skills to changing job requirements.
4. Demonstrate time and resource management skills.
5. Demonstrates information literacy skills.
6. Demonstrates information security skills.
7. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

## **F. MERCHANDISING FUNDAMENTALS**

**Retail merchandisers demonstrate knowledge and practices found in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Define merchandising and related terms.
2. Compare and analyze changes in the retail industry.
3. Differentiate between product and service retailing in the changing marketplace.
4. Compare and contrast the methods of retail practice in the global marketplace.
5. Demonstrate the importance of strategic planning and management in retailing.
6. Analyze the significance of target market research and trend identification at every level of retail.
7. Apply consumer behaving models on the buying process and its impact on the customer purchasing process.
8. Measure the effectiveness of marketing strategies on a consumer base.
9. Utilize technology to identify global sourcing methods.
10. Analyze the legal and ethical behaviors of leadership within the retail business.
11. Analyze the significance of customer service in retailing.

## **G. PRODUCT/SERVICE PLANNING AND DEVELOPMENT**

**Retail merchandisers demonstrate knowledge of all aspects of product/service and planning development in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Explain the nature and scope of the product/service management function.
2. Identify the impact of the product life cycles on retail decision making.
3. Analyze the role supply chain management plays in the retail industry.
4. Describe various channel marketing strategies (e.g, multichannel, omnichannel, harmonized retail strategies.)
5. Describe the significance of product positioning within identified retail segments.

## **H. MERCHANDISE BUYING**

**Retail merchandisers demonstrate knowledge, roles and responsibilities of buyers within the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Explain the role of the retail buyer within the buying process.
2. Compare and contrast the advantages and disadvantages between centralized and decentralized buying.
3. Evaluate buying plans for profitability and efficiency.
4. Develop/maintain an assortment plan and proper product mix.
5. Create and organize a product management system.
6. Demonstrate professional communication and negotiation skills with external stakeholders (e.g., retail vendors, brand and factory representatives.)

## **I. MERCHANDISE PRICING**

**Retail merchandisers understand the nature and scope of pricing in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Explain the nature and scope of merchandise pricing as it relates to the retail industry.
2. Describe the internal and external factors affecting the retail selling price.
3. Explain the psychological effects of pricing on consumer behavior.
4. Explain and calculate break-even points.
5. Evaluate various types of pricing policies and examine factors included in pricing policy selection.
6. Research legal implications on merchandise pricing.
7. Calculate mark-up and mark-down pricing and discount strategies.

## **J. MERCHANDISE BRANDING**

**Retail merchandisers implement effective branding practices in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Define retail brand, the concept of retail branding and explain their relationship to retail merchandise marketing.

2. Explain and give examples of branding strategies (e.g., product, personal, service, corporate, online and co-branding, licensing.)
3. Explain the various functions and levels of product packaging.
4. Research Federal labeling laws and their impact on branding.
5. Compare and contrast warranties and guarantees as they relate to merchandise brands and brand marketing strategies.
6. Describe legal and ethical issues affecting merchandise brands/branding.

## **K. INVENTORY MANAGEMENT**

**Retail merchandisers implement effective inventory management systems in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Analyze the theory of supply and demand as it relates to inventory management.
2. Explain how inventory management affects profitability and efficiency.
3. Compare and contrast loss prevention with asset protection and their relationship to inventory management.
4. Research and define various retail threats and their associated counteractive measures.
5. Assess and forecast the impact of technological advancements on inventory control and distribution strategies.

## **L. VISUAL MERCHANDISING AND DISPLAY**

**Retail merchandisers implement effective visual merchandising and display practices in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Define key terms found in visual merchandising.
2. Analyze the significance of visual merchandising.
3. Explain the relationship of merchandising and visual merchandising.
4. Explain how the types of visual displays reinforce store brand image.
5. Explain display techniques as a function of consumer engagement.
6. Utilize color theory to inform color-based visual schemes.
7. Analyze the impact of signage on visual display and as a wayfinding tool.
8. Analyze and evaluate displays and their impact on customer interaction.
9. Analyze the impact of Artificial Intelligence (AI) on store design and product layout.
10. Compare and contrast trends in digital versus physical retail visual merchandising.
11. Examine store environmental influences on the purchasing process.
12. Construct display backgrounds that are integrated with visual display themes.
13. Design a store layout to encourage customer engagement.

## **M. THE MARKETING PLAN**

**Retail merchandisers develop an effective marketing plan. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Describe the 4 Ps of marketing (product, price, place, promotion).
2. Identify and use appropriate marketing research tools to justify the marketing plan.
3. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing.
4. Identify the target market.
5. Select and justify the type of business as it relates to the marketing plan.
6. Conduct a SWOT and PEST analysis to plan for opportunities in the market.
7. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.

## **M. PROFESSIONAL DEVELOPMENT**

**Retail merchandisers demonstrate appropriate professional development skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

1. Analyze career paths found in the retail industry to include skills, education, salary, working conditions.
2. Create an effective resume, using elements that are generally accepted in today's workforce (contact information, profile, education, work experience, professional organizations, and volunteer work).
3. Generate a position-specific cover letter, using proper business grammar and structure.
4. Demonstrate effective interviewing skills and protocols.
5. Complete on-line and paper applications, using professional processes.

Additional Materials and Resources

Academic Standards and Indicators