MERCHANDISING
Course Code 5430

COURSE DESCRIPTION: This 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 are merchandising, branding, purchasing, buying, and display.

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 Carnegie unit

PREREQUISITE: Marketing

RECOMMENDED GRADE LEVEL: 10-12

COMPUTER ACCESS IS REQUIRED.

A. SAFETY

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

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

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; 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, fair use laws, and ethics pertaining to downloading of images, photographs, 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

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.

12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. MARKETING CLUSTER

1. Evaluate career pathways in the marketing cluster.
2. Explain the objectives of the course as they relate to the career pathway.

G. MERCHANDISING FUNDAMENTALS

1. Define merchandising and related terms.
2. Compare and analyze changes in the retail industry such as electronic retailing (e-tailing) and non-store retailing.
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 planning and management in retailing.
6. Analyze the significance of demographic, psychographic, and economic trends to the retail manager.
7. Interpret customer purchasing decisions based on the consumer behavior model and the buying process.
8. Understand the marketing impact message.
9. Analyze the legal and ethical behaviors of retail businesses.
10. Examine the role of customer service in retailing.

H. PRODUCT/SERVICE PLANNING

1. Explain the nature and scope of the product/service management function.
2. Explain the concept of product mix.
3. Explain the concept of assortment planning.
4. Develop/maintain an assortment plan.
5. Develop a product mix.
6. Identify the impact of the product life cycles on marketing decisions.
7. Describe the factors used by marketers to position a product.

I. BUYING

1. Demonstrate an understanding of the buying process.
2. Discuss the difference between centralized and decentralized buying.
3. Identify methods of sourcing (e.g., wholesale, international, Internet).
4. Assess methods of ordering, invoicing, and evaluating purchases in a retail business.
5. Examine the effects of technological advances in retailing (e.g., shipping, POS, quick response, barcode).

J. MERCHANDISE PRICING

1. Explain the nature and scope of pricing.
2. Describe the factors affecting selling price.
3. Explain the psychological affects of pricing.
4. Explain and calculate break-even points.
5. Explain the various types of pricing policies.
6. Explain how a company selects a pricing policy (e.g., everyday pricing, even and odd pricing, discount pricing).
7. Explain the legal considerations of pricing.
8. Understand mark-ups and mark-downs of pricing.
9. Analyze and compare pricing concepts.
10. Calculate pricing math related to mark-up, mark-down, and discount calculation.

K. LICENSING

1. Define brand.
2. Explain branding.
3. Explain and give examples of branding strategies.
4. Explain the function of packaging.
5. Discuss labeling laws.
6. Discuss warranties and guarantees.
7. Describe legal and ethical issues affecting merchandising.

L. INVENTORY CONTROL

1. Demonstrate an understanding of the channels of distribution.
2. Compare the different types of inventory systems.
3. Examine the importance of preventing stock shrinkage.
4. Assess the influence of technology on inventory control and distribution strategies.
5. Examine external and internal security procedures in a retail business.

M. VISUAL MERCHANDISING/DISPLAY

1. Define visual merchandising.
2. Explain the use of visual merchandising.
3. Explain the relationship of merchandising and visual merchandising.
4. Explain the types of display arrangements.
5. Explain the display techniques that encourage identification with client.
6. Develop a color scheme.
7. Construct display background.
8. Select and use display fixtures.
9. Explain sign printing/production procedures.
10. Letter display signs.
11. Design display signs.
12. Design special-purpose displays.

13. Arrange display products.
14. Explain recordkeeping procedures for display storage.
15. Explain the use of a display evaluation.
16. Understand the concept of lifestyle merchandising.
17. Examine the environmental influences of the purchasing process (e.g., lighting, sound, color, scents).
18. Examine the impact of visual merchandising during different seasons.