



DAVIS SCHOOL DISTRICT

[www.davis.k12.ut.us](http://www.davis.k12.ut.us)

CAREER AND TECHNICAL EDUCATION

## STRANDS

Online Retailing  
Retail Market Strategy  
Merchandise Management  
Retail Operations Management  
Resume Writing  
Organizational Structures  
Visual Merchandising  
Professional Communication  
Effective Communication  
Cover Letter / Resume Writing



## RETAILING

### ABOUT

The Retailing course will prepare the student to operate businesses that sell, rent, or lease goods and services. This course will provide insight into the theory and application of merchandise/service assortment, pricing, promotion mix, location, store layout, and customer service activities necessary for successful retail operations. Students taking marketing related courses should have the opportunity to participate in a related CTSO organization. **Concurrent Enrollment available for this course.**



#### CAREERS

Retail Buyer  
Sales Associate  
Merchandiser



#### REQUIREMENTS

Semester course for  
Sophomores, Juniors, or  
Seniors



#### LOCATIONS

All high schools in Davis  
School District have  
access to take Retailing



Talk to your high school  
CTE Coordinator



**CTE Business/ Marketing Specialist**  
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