

# YOSEMITE REGIONAL OCCUPATIONAL PROGRAM

## RETAIL SUPERVISOR

CBEDS Code: 4123

<u>JOB TITLES</u>	<u>DOT NO.</u>
Sales Clerk (Retail Trade)	290.477-014
Cashier II (General Cashier)	211.462-010
Cashier-Checker	211.462-014
Displayer, Merchandise	298.081-010
Customer-Service Clerk	299.367-010

### **Course description:**

This course is intended to train students the advanced skills related to retail merchandising in the areas of display, sales, check out, inventory, receiving, cashier, & other areas. They will work for pay in various stations of a local store, & will rotate through workstations to obtain a range of experiences in marketing. There will also be in-store classroom work, which will cover various sales techniques, use of the cash register, making proper change, store security, customer relations, & receiving/checking methods. Students will meet in a classroom & work in stores located throughout the community.

*Recommended Prerequisites:* Retail Sales/Merchandising; Advanced Fashion/Home; or, approval of the instructor.

DURATION: 525 Hours

CREDIT: 5 Units/hour

MEETS GRADUATION REQUIREMENTS IN:

REQUIRED FOR GRADUATION: No

SCHOOLS OFFERED:

MEETS UNIVERSITY OF CALIFORNIA ENTRANCE REQUIREMENTS: No

MEETS CALIFORNIA STATE UNIVERSITY REQUIREMENTS: No

ARTICULATED WITH POSTSECONDARY INSTITUTIONS:

## INSTRUCTIONAL MATERIALS (MCS)

### Basic text(s):

Marketing Essentials. Farese, Kimbrell, & Woloszyk; Glencoe Macmillan/McGraw Hill, 1991.

### Supplementary Texts:

Fashion Contemporary Visual Merchandising. Diamond & Diamond; Glencoe Publishing, 1990.

Visual Merchandising: Planning & Techniques. Samson & Little; South-Western Publishing, 2nd ed., 1985.

Advertising: Planning & Techniques. Samson; South-Western Publishing; 3rd ed., 1992

IDECC LAPS. Economics, Human Relations, Mathematics, Selling.

Mathematics: Marketing Math. Still; South-Western Publishing; 3rd ed., 1990.

Personality Development for Work. South-Western Publishing, 6th ed., 1989

**Instructional Content**

Instruction will include:

**Student Outcomes**

At the end of instruction, the student will be able to:

**Hours**CL=Classroom  
CVE=Comm. Class.

<p><b>1. Job Readiness/Attitudes.</b></p> <ol style="list-style-type: none"> <li>Interview an experienced &amp; newly hired employee in one occupation.</li> <li>W-4 forms &amp; payroll terminology.</li> <li>Writing a resume</li> </ol>	<p><b>Goal: The student will demonstrate competency in lifelong career planning, job search &amp; acquisition skills.</b></p> <p>A. Based on interview, prepare a written report, &amp; make an oral presentation about the advantages &amp; disadvantages of the following from each interviewee's perspective:</p> <ul style="list-style-type: none"> <li>- rates of pay;</li> <li>- working conditions;</li> <li>- fringe benefits;</li> <li>- training required;</li> <li>- upward mobility;</li> <li>- employment trends.</li> </ul> <p>B. Complete a W-4 form &amp; write definitions for the following payroll terms:</p> <ul style="list-style-type: none"> <li>- gross pay;</li> <li>- net pay;</li> <li>- Federal Insurance Contributions Act (FICA);</li> <li>- State Disability Insurance;</li> <li>- state &amp; federal withholding tax.</li> </ul> <p>C. Write a resume for a marketing position.</p>	<p><b>Anchor/CR</b></p> <p>3.1-3.9 1.0 2.1-2.6 11.5 CR 1,3,2,7, and 8</p>	<p><b>CTE</b></p> <p>A1.8 A1.7 A1.3 A1.4 A1.2 A1.1 B3.6 B4.1-6 B2.4 B3.3 B3.6-7</p>	<p><b>CL</b></p> <p>10-20</p>	<p><b>CVE</b></p> <p>10-20</p>
<p><b>2. Merchandising Systems.</b></p> <ol style="list-style-type: none"> <li>Review types of price tickets.</li> <li>Price codes, merchandise numbers, &amp; season codes.</li> <li>Counting back change &amp; the seven steps of change making.</li> <li>Authorizing checks.</li> <li>Merchandising equipment.</li> <li>Cash handling: cash take &amp; send, discounts, charge, &amp; lay-away.</li> <li>Correcting pricing errors.</li> <li>Routine exchange transactions.</li> <li>Inventory procedures.</li> </ol>	<p><b>Goal: The student will develop &amp; demonstrate knowledge in merchandising systems.</b></p> <p>A. Demonstrate an understanding of various types of price tickets by explaining the use of each type listed with 80% accuracy.</p> <p>B. Identify price codes, merchandise numbers, &amp; season codes with 100% accuracy.</p> <p>C. Demonstrate the ability to count back change to the instructor using the seven steps of change making.</p> <p>D. Demonstrate the steps to follow when authorizing checks.</p> <p>E. Demonstrate how to use common merchandise equipment such as cash register, credit card printer, &amp; labeling machine.</p> <p>F. Demonstrate knowledge of handling cash take, cash send, employee discount, charge, &amp; lay-away.</p> <p>G. Demonstrate the ability to correct a pricing error in a transaction &amp; avoid an over ring slip.</p> <p>H. Demonstrate ability to transact routine exchanges &amp; returns by completing necessary forms.</p> <p>I. Demonstrate a knowledge of inventory procedures by counting merchandise &amp; recording the county on a physical inventory</p>	<p>1.0 2.1-2.6 5.2 5.1 5.4 4.2 7.1-7.4 7.6 8.3 8.4 8.5 8.7 8.8 10.2  Cr 1,2,4,5, 7,10,12</p>	<p>A8.2 A8.3 A8.4 A8.5 B1.2</p>	<p>5-15</p>	<p>30-40</p>

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<p><b>3. Human Relations.</b></p> <p>1. Handling customer complaints objectively, without taking criticism personally.</p>	<p><b>Goal: The student will demonstrate leadership skills related to marketing.</b></p> <p>A. Write a brief explanation of how an employer converses with an angry customer without taking the criticism personally.</p>	<p>1.0 2.1-2.6 5.1-5.4 7.3 7.7 8.1-8.8 9.1 9.6 11.0</p> <p>CR 1,2,5,7,8, 11 &amp; 12</p>	<p>A3.3 A4.7 B3.3 B3.6 B3.7</p>	<p>5-15</p>	<p>20-30</p>
<p><b>4. Problem Solving &amp; Basic Communication Skills in Marketing.</b></p> <p>1. Employee responsibility when employer violates the law. 2. The importance of honesty. 3. Base forms of person-to-person communication in business. 4. Credit plans &amp; applications.</p>	<p><b>Goal: The student will demonstrate competency in problem solving skills &amp; basic communication skills in marketing..</b></p> <p>A. Explain employee responsibility when an employer is violating the law or regulations. B. Explain why honesty is always the best policy in business as well as in personal affairs, &amp; prepare a defense for the decision. C. Describe &amp; illustrate the base forms of person-to-person communication in business. D. Explain the different types of credit plans available at a given store, &amp; assist customers in completing the application.</p>	<p>1.0 2.1-2.6 3.1-3.2 5.1-5.4 8.1-8.8 7.6 10.6</p> <p>CR 1,2,5,7,8, 11 &amp; 12</p>	<p>A3.0- A3.7 B7.1 B7.2 B7.3</p>	<p>5-5</p>	<p>20-30</p>
<p><b>5. Sales Skills &amp; Techniques.</b></p> <p>1. The seven steps in the selling process. 2. Selling suggested related items. 3. Locating product information. 4. Effectively describing features of a product. 5. Opening sales conversations with customers. 6. Comments to use in the selling process.</p>	<p><b>Goal: The student will demonstrate competency in sales skills &amp; techniques.</b></p> <p>A. Give a sales demonstration utilizing the seven steps in the selling process. B. Demonstrate the sales of suggested related items, as accessory items or larger quantities to a customer. C. Demonstrate how product information can be secured from the product or product packaging. D. Describe the features of a product in terms of its benefits to the customers. E. Demonstrate the use of merchandise information in opening a sales conversation with a customer. F. Explain how comments from satisfied customers, testimonials, &amp; store managers could be used in the selling process.</p>	<p>1.0 2.1-2.6 4.1-4.6 5.1-5.4 7.1-7.8 8.1-8.8 9.1-9.4 9.7 10.1-10.4 10.8-10,11 10.13</p> <p>CR 1,2,4, &amp; 3</p>	<p>A8 A3.3 A3.6 A4.3 A4.4 A5.2 A5.4 A5.6 A5.7 A6.8 B3.3 B3.6 B2.4 B4.2 B4.3 B4.5</p>	<p>10-30</p>	<p>30-40</p>

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<b>6. Operations.</b> 1. Employment policies. 2. Housekeeping; receiving, checking, & marking costs. 3. Merchandise displays. 4. Stockkeeping & inventory control. 5. Stock turnover.	<b>Goal: The student will demonstrate knowledge of store policies &amp; procedures in the industry, &amp; methods in stockkeeping &amp; inventory control practices.</b> A. Determine & follow employment policies of a store. B. Perform required housekeeping; receiving, checking, & marking costs. C. Display merchandise, as required by the employer. D. Demonstrate the ability to accurately count & record the price, stock number, quantity, & season of merchandise on an inventory sheet. E. Calculate stock turnover & explain its importance to profit.	1.0 2.1-2.6 4.1 4.2 5.1—5.4 7.1-7.7 8.1-8.8 9.1-9.7 10.1-10.15 11.1 CR 1,2,5,9, 11, and 12	B8.1 B8.2 B6.1 B7.3 B8.1 B8.2	5-20	40-50
<b>7. Advertising &amp; Promotion.</b> 1. Major methods of promotion: advertising; personal selling; sales promotion; public relations. 2. Preparing an ad layout. 3. Student will prepare a visual presentation consistent with a given theme & promotional plan.	<b>Goal: The student will demonstrate an understanding of advertising, visual merchandising, &amp; sales promotion techniques used in retailing.</b> A. Demonstrate an understanding of the major methods of promotion & their interrelationship: advertising, personal selling, sales promotion, & public relations. B. Prepare an ad layout utilizing all the components. C. Create a visual presentation (display) that is consistent with a given theme & promotional plan.	1,0 2.1-2.6 4.1-4.4 5.1  CR 1 10	A4.11 B4.2 B4.7	5-15	20-30
<b>8. Computer Uses in Marketing.</b> 1. Use of computers in inventory control. 2. Retail accounting systems.	<b>Goal: The student will demonstrate knowledge in the use &amp; function of computers in marketing.</b> A. Explain the use of computers in maintaining inventory control. B. Demonstrate an understanding of retail accounting systems.	1.0 2.6 2.2 2.4-2.6 3.3-3.5 3.8 4.1-4.6 5.4 7.1 7.2 7.6 8.1 8.3 8.4 8.5 8.8 10.4 10.5  CR 1,2,4,7,8 &10	B7.3 B8.2 B4.6	5-10	20-30

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<b>9. Basic Mathematics.</b>	<b>Goal: The student will demonstrate knowledge of basic mathematics.</b>	<b>Anchor/ CR</b>	<b>CTE</b>	<b>CL</b>	<b>CVE</b>
1. Computing retail transactions: cash sales; store & national credit cards; personal checks; merchandise return for cash or credit. 2. Solving mathematics problems in addition, subtraction, multiplication, & division.	A. Demonstrate the ability to compute retail transactions accurately, including: - cash sales; - store credit cards offered in payment; - national credit cards offered in payment; - sale with a personal check given in payment; - return of merchandise for cash refund; - return of merchandise for credit. B. Solve problems covering the functions of addition, subtraction, multiplication, & division, using decimals, fractions, & percentages.	1.0 2.6 4.1-4.3 5.1-5.4 7.1 7.2 7.6 8.4 8.5 8.8 9.7 11.1 11.2 CR 1,4,8,& 9	B2.4 B8.1 B8.2	5-15	20-30
<b>10. Economic Understanding.</b> 1. Defining "supply" & "demand", & their effect on prices. 2. How consumer demand affects the goods & services available.	<b>Goal: The student will demonstrate an understanding of basic economic concepts.</b> A. Define the terms "supply" & "demand" & indicate how these factors help to determine the price of goods & services. B. Explain how consumer demand affects the amount, types, & quality of goods & services that are available for purchase.	1.0 3.7 4.1-4.6 5.1-5.4 7.1-7.6 7.8 9.5 10.1 10.15 CR 1,4,5,& 12	A21. A2.3 A2.4 A2.5 A2.6 A2.8 A2.12 A2.13 A5.2 A5.4 A5.5 A5.6 A5.7 A6.1 A7.1- A7.9	5-15	
<b>11. Visual Merchandising &amp; Community Classroom On-the-Job Training.</b> 1. Use of the cash register. 2. The importance of merchandising procedures. 3. The importance of housekeeping & recovery tasks. 4. Utilization of visual merchandising as a promotion tool. 5. Using proper steps in selling. 6. Importance of effective human relations. 7. Store operation policies & procedures. 8. Effective communication skills.	<b>Goal: The student will train or work in a retail store.</b> A. Demonstrate proficiency in the use of the cash register. B. Explain the importance of merchandising procedures. C. Explain & demonstrate the importance of housekeeping & recovery tasks in business. D. Demonstrate the utilization of visual merchandising as a promotion tool. E. Demonstrate skill in using the proper steps in selling. F. Explain the importance of practicing effective human relations in business. G. Define policies & procedures, & explain their value to store operation. H. Demonstrate effective communication skills with employers, co-workers, & customers.	1.0 2.1-2.6 5.1-5.4 6.1-6.7 7.3-7.7 8.1-8.8 9.3 9.5-9.7 10.2-10.4 10.6 10.7-10.11 10.13 10.14 11.1-11.5 CR 1-12	A4.1 A4.2 A4.3 A6.7 B1.2 B2.4 B3.3 B3.6 B3.7 B4.1- B4.6 B6.1- B6.2 B7.1- B7.3 B8.1- B8.2	5-15	20-40