



**SPRING GROVE AREA SCHOOL DISTRICT**



**PLANNED COURSE OVERVIEW**

<b>Course Title:</b> Rise Up Certification	<b>Length of Course:</b> 15 Cycles
<b>Grade Level(s):</b> 11-12	<b>Periods Per Cycle:</b> 3
<b>Units of Credit:</b> .25	<b>Length of Period:</b> 43 minutes
<b>Classification:</b> Elective	<b>Total Instructional Time:</b> 32.25 hours

***Course Description***

This course will allow students to earn a customer service and sales certification, which is industry-recognized and used by many companies. Students will understand the customer life cycle, develop effective strategies to engage customers, assess customer needs, and closing sales. Best practices for building resumes and navigating job searches will also be covered.

***Instructional Strategies, Learning Practices, Activities, and Experiences***

Bell Ringers Teacher Demonstrations Guided Individual Practice Guided Group Practice Small Group Lecture	Independent Work Time Homework Flexible Groups Google Classroom	Constructed Response Learning Objectives Hybrid Learning Strategies Simulations
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***Assessments***

Independent Projects Flexible Group Projects	Independent and Group Assignments Constructed Responses	Quizzes/Tests/Homework Individual and Partner Simulations
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***Materials/Resources***

Teacher-Created Materials and Tutorials iPads NRF Foundation Rise Up Book and Lessons	Online Resources Instructional YouTube Videos	Google Classroom
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**Adopted: 5/18/20**

**Revised:**

Introduction to Retail	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><b>Retail Industry Overview</b>            What is Retail?            What is a Retailer?            The Retail Industry            Omnichannel Retail            The Future of Retail            Skills Needed in Retail</p> <p><b>Retail Profit Model</b>            Understanding Profit            Cost of Goods            Calculate the Profit            Do the Math            Cost of Delivering Inventory            How is Product Price Determined?            Pricing Strategies            Business Marketing Strategies            Premium Pricing</p> <p><b>The Retail Team</b>            What is a Team?            Entry Level Career in Retail            Being a Great Team Member</p>	<p><b>13.1.11.C</b> ~ Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.</p> <p><b>13.3.11.B</b> ~ Evaluate team member roles to describe and illustrate active listening techniques:</p> <ul style="list-style-type: none"> <li>• Clarifying</li> <li>• Encouraging</li> <li>• Reflecting</li> <li>• Restating</li> <li>• Summarizing</li> </ul>

<b>Fundamentals of Retail Operations</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>The Customer Experience</b></p> <p>Customer Service Standards</p> <p>    Customer Service</p> <p>Customer Communication</p> <p>    Communication in the Workplace</p> <p><b>Customer Interest</b></p> <p>    Understanding the Customer</p> <p>    Identifying Customer Interest</p> <p>    Asking Questions</p> <p><b>Technology in Retail</b></p> <p>    What is Technology?</p> <p>    Managing Risk Through Technology</p> <p>    Advertising and Core Technologies</p> <p>    Inventory Tracking</p> <p>    Payment Technology</p> <p>    Email</p> <p><b>Retail Payment Transactions</b></p> <p>    Payment Procedure</p> <p><b>Customer Service Recovery</b></p> <p>    Service Recovery</p>	<p><b>13.3.11.B</b> ~ Evaluate team member roles to describe and illustrate active listening techniques:</p> <ul style="list-style-type: none"> <li>• Clarifying</li> <li>• Encouraging</li> <li>• Reflecting</li> <li>• Restating</li> <li>• Summarizing</li> </ul> <p><b>15.3.12.O</b> ~ Identify the diverse communication skills necessary within an organization (e.g., customer relations, sales, management).</p> <p><b>15.8.12.J</b> ~ Analyze the use and purpose of various technology tools used by management.</p>

<b>Fundamentals of Retail Operations</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Sales and Merchandising</b></p> <p>Sales and The Retail Life Cycle</p> <p>    Sales</p> <p>Product Knowledge</p> <p>Sales and Selling Techniques</p> <p>    Selling Skills</p> <p>    Cross Sale or Upsale</p> <p>    Persuasive Speaking</p> <p>Merchandising</p> <p>    What is Merchandising?</p>	<p><b>15.2.12.O</b> ~ Formulate and demonstrate strategies for working with diverse populations.</p> <p><b>15.3.12.D</b> ~ Evaluate business materials (including web-based resources) for value related to purpose, quality, and appropriateness.</p>

<b>Fundamentals of Retail Operations</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Workplace Safety and Security</b></p> <p>Workplace Safety Laws and Regulations</p> <p>    Workplace Safety</p> <p>    OSHA</p> <p>    Company Policies</p> <p>Workplace Safety Basics</p> <p>Preventing Workplace Injuries</p> <p>    Preventing Workplace Injury</p> <p>Looking After Yourself</p>	<p><b>13.2.11.E</b> ~ Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge, such as, but not limited to:</p> <ul style="list-style-type: none"> <li>• Commitment</li> <li>• Communication</li> <li>• Dependability</li> <li>• Health/safety</li> <li>• Laws and regulations (that is Americans With Disabilities Act, child labor laws, Fair Labor Standards Act, OSHA, Material Safety Data Sheets)</li> <li>• Personal initiative</li> <li>• Self-advocacy</li> <li>• Scheduling/time management</li> <li>• Team building</li> <li>• Technical literacy</li> <li>• Technology</li> </ul>

<b>Fundamentals of Retail Operations</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Inventory Management</b></p> <p>What is Inventory?</p> <p>    Supply and Demand     Inventory Life Cycle</p> <p>Inventory Tracking</p> <p>    Shrinkage</p> <p>Inventory Tracking Key Skills</p> <p>    Inventory Tracking Process</p> <p>Inventory Tracking Systems</p> <p>    Types of Inventory Tracking Systems</p>	<p><b>15.2.12.N</b> ~ Reference Business, Computer and Information Technology</p> <p><b>15.4.12.E</b> ~ Analyze the different operating systems and recommend the appropriate system for specific user needs.</p> <p><b>15.1.12.J</b> ~ Analyze the various methods for maintaining and valuing inventory (FIFO, LIFO, etc.) and describe their effect on financial statements.</p> <p><b>15.3.12.D</b> ~ Evaluate business materials (including web-based resources) for value related to purpose, quality, and appropriateness.</p>

<b>Retail Careers</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Demonstrating Professionalism in Retail</b></p> <p>The Brand Promise and Professionalism</p> <p>Leading with Initiative and Accountability</p> <p>    Leadership</p> <p>Developing a Professional Look and Attitude</p> <p>    Trustworthiness and Integrity</p> <p>Attitude and the Work Environment</p> <p>    Attitudes</p>	<p><b>15.3.12.L</b> ~ Evaluate characteristics of positive role models and their contribution to the development of a professional image.</p> <p><b>15.3.12.M</b> ~ Critique etiquette skills for building and maintaining a professional image.</p> <p><b>15.3.12.P</b> ~ Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas.</p>

<b>Retail Careers</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Problem Solving in a Retail Environment</b></p> <p>Steps to Solve a Problem</p> <p>Effective Time Management</p> <p>Time Management</p> <p>Smart Goals</p> <p>Goal Setting</p> <p>Receiving and Applying Feedback</p> <p>What is Feedback?</p>	<p><b>13.3.11.C</b> ~ Evaluate conflict resolution skills as they relate to the workplace:</p> <ul style="list-style-type: none"> <li>• Constructive criticism</li> <li>• Group dynamics</li> <li>• Managing/leadership</li> <li>• Mediation</li> <li>• Negotiation</li> <li>• Problem solving</li> </ul> <p><b>13.3.11.E</b> ~ Evaluate time management strategies and their application to both personal and work situations.</p>



<b>Retail Careers</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Looking to the Future: Your Career in Retail</b></p> <p>Retail Industry Careers</p> <p>    Job Expectations</p> <p>    Equal Employment Opportunity Commission</p> <p>Career Goals and Expectations</p> <p>    Developing Career Goals</p> <p>Achieving Your Career Goals</p> <p>    A Career in Retail</p> <p>    Career Development Planning</p>	<p><b>13.1.11.B</b> ~ Analyze career options based on personal interests, abilities, aptitudes, achievements, and goals.</p> <p><b>13.1.11.G</b> ~ Assess the implementation of the individualized career plan through the ongoing development of the career portfolio.</p> <p><b>15.2.12.J</b> ~ Analyze career goals based on, but not limited to, interest, lifestyle, skills, and values in order to transition from high school. Reference Career Education and Work 13.1.11.G, 13.1.11.H.</p>

<b>Retail Careers</b>	
<b>CONTENT/KEY CONCEPTS</b>	<b>OBJECTIVES/STANDARDS</b>
<p><b>Getting Hired in Retail</b></p> <p>Your Job Search</p> <p>    Your Skills</p> <p>    Networking</p> <p>    Websites</p> <p>    Social Media</p> <p>Your Job Application</p> <p>    Job Application</p> <p>    Resume</p> <p>Creating A LinkedIn Profile</p> <p>The Interview Process</p> <p>The Hiring Process</p> <p>Preparing for Your New Job</p>	<p><b>13.2.11.B</b> ~ Apply research skills in searching for a job.</p> <ul style="list-style-type: none"> <li>• CareerLinks</li> <li>• Internet (i.e. O*NET)</li> <li>• Networking</li> <li>• Newspapers</li> <li>• Professional associations</li> <li>• Resource books (that is <i>Occupational Outlook Handbook, PA Career Guide</i>)</li> </ul> <p><b>13.2.11.C</b> ~ Develop and assemble, for career portfolio placement, career acquisition documents, such as, but not limited to:</p> <ul style="list-style-type: none"> <li>• Job application</li> <li>• Letter of appreciation following an interview</li> <li>• Letter of introduction</li> <li>• Postsecondary education/training applications</li> <li>• Request for letter of recommendation</li> <li>• Resume</li> </ul> <p><b>13.2.11.A</b> ~ Apply effective speaking and listening skills used in a job interview.</p> <p><b>15.2.12.H</b> ~ Demonstrate appropriate behavior for an interview.</p>