

Colorado CTE Course – Scope and Sequence

Course Name	School-based Enterprise- Retail		Course Details	.5	
			Course = 0.50 Carnegie Unit Credit	(semester) (Retail)	
Course Description	This course is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of a market. Students will learn hands-on retail procedures including customer service, advertising, sales, merchandising and math.				
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and competencies are covered.				
SCED Identification #	12998	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allow for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
The Retail Customer (People)		Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience	Compare and contrast examples of different types of retailers	• Select target market appropriate for product/business to obtain the best return on marketing investment.	DECA: Retail Merchandising Virtual Business Retail



			Illustrate how changes in customer demographics and values affect the retail mix.	<ul style="list-style-type: none"> • Explain the concept of market and market identification. 	FBLA: Marketing
Retail Strategy (Product)		Standard: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization	<ul style="list-style-type: none"> • Identify methods/techniques to generate a product idea 	<ul style="list-style-type: none"> • Generate product ideas 	
			<p>Select mix of brands</p> <p>Plan merchandise assortment</p>	<p>Implement:</p> <p>Product mix and product lines for SBE</p> <p>Identify product width and depth</p> <p>Interpret product life cycles</p>	
Site Locations and Selection (Place)		Standard: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels	Evaluate the retail site using specific location criteria	<ul style="list-style-type: none"> • Coordinate channel management with other marketing activities • Explain the nature of channel-member relationships 	



<p>Planning, Buying and Pricing Merchandise and Services</p>		<p>Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value</p>	<p>Classify tasks performed in a retail business</p>	<ul style="list-style-type: none"> • Explain the nature and scope of the pricing function • Explain factors affecting pricing decisions 	
			<p>Discuss the stages of the buying process</p>	<ul style="list-style-type: none"> • Determine when to buy/reorder. 	
<p>Promoting Merchandise and Services</p>		<p>Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</p>	<p>Describe the promotional mix</p>	<ul style="list-style-type: none"> • Explain the role of promotion as a marketing function • Explain the types of promotion • Identify the elements of the promotional mix 	
<ul style="list-style-type: none"> • Store Layout and Design 			<p>Analyze the purposes for various store layouts.</p>	<p>Implement Visual merchandising practices in your SBE.</p>	
<p>Selling</p>		<p>Standard: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized</p>	<p>Analyze methods used to communicate with the customer.</p>	<p>Demonstrate the selling process.</p>	



		communication that influences purchase decisions and enhances future business opportunities			
Customer Service in Retailing		Standard: Understands the techniques and strategies used to foster positive, ongoing relationships with customers	Explain the importance of customer service.	Demonstrate: Interpersonal communication skills Effective customer service skills. Ability to meet challenges and changes in customer service, handle customer problems, etc.	