

Description:

The Applied Marketing program uses local retail stores as the extended campus for high school and adult students who desire to enter the distributive/marketing field. Each section meets daily with Classroom (CR), Community Classroom (CC), or Cooperative Vocational Education (CVE) preparation devoted to the development of retail skills. Depending upon a student's desires, some pursue advanced classroom knowledge while others develop on-the-job skills in the area of pricing and receiving, stocking and inventory, records, display, catalog sales, and basic selling and customer service. Upon completion of the course, the student will have the capabilities to be employable as any or all of the following: Warehouse Worker, Receiving Clerk, Stock Clerk, Records Clerk, Display Assistant, Retail Sales Clerk.

Performance Objectives:

Upon completion of the Applied Marketing program, the student will be able to:

1. _____ Demonstrate the ability to greet customers, including communicating on the telephone to determine their needs.
2. _____ Demonstrate the ability to adhere to retail store policies and to always ask questions of the employer when any direction given, policy, or procedure is not understood.
3. _____ Demonstrate the ability to receive and price merchandise.
4. _____ Demonstrate the ability to stock and inventory merchandise.
5. _____ Demonstrate the ability to set up and take down store displays according to directions given by the employer.
6. _____ Demonstrate the product, overcome objections, and close the sale to the satisfaction of the customer.
7. _____ Demonstrate an understanding of the security and safety measures of any products sold, and fully comply with all safety and security policies and procedures including handling and disposal of any products sold. Understand and communicate to customers the proper procedures for complying with product use and disposal.
8. _____ Demonstrate the ability to process credit card and cash purchases and to make proper change. Demonstrate the proper use of cash registers, credit card machines, 10-key calculators, and inventory scanners.
9. _____ Demonstrate competency in math skills required for the position in which the student works.
10. _____ Demonstrate the ability to deal with confrontational customers and demonstrate the ability to resolve conflict in workplace situations.

NOTE: The student has satisfactorily completed the performance objectives initialed by the instructor.