

Retail Marketing

Curriculum Guide

Program Description

MCTI's Retail Marketing Program operates the Eagle Shack, the on-campus store. Students learn customer service/personal selling, cash handling, inventory control, merchandising, and promotion/advertising.

Program Admissions Requirements: None

U.S. Department of Labor Occupational Profile:

Students who most closely match the occupational profile for a Cashier are selected for enrollment.

- **Aptitude/Abilities:** Average verbal and math skills, clerical perception, low to fair manual dexterity, effective interpersonal relations
- **Work Keys:** Reading/Locating Information/ Applied Math – 3
- **CASAS Scaled Score:** Reading & Math 216-225
- **Environment:** Store
- **Physical Demands:** Light to Medium
- **Temperament:** Is able to multi-task, perform precision work and likes to work with people

Certificate of Completion Programs (SOC Code):

- Stock Clerk (43-5081)
- Cashier (41-2100)
- Sales Associate (41-2031)
- First-Line Supervisor (41-2031)

Retail Marketing is a two-term program and students are expected to complete both terms.

At the end of the first term, the instructor invites those students who demonstrate academic progress by maintaining a grade point average of 2.0 or better and good communication skills to advance to the second term. Depending of the student's skills, abilities and interests, the student may work toward the Cashier Certificate or the Sales Associate Certificate.

Only one student per term is selected to advance to the third term (paid co-op) and earn the First-Line Supervisor Certificate. The student receives on-the-job training and assists the instructor in the day-to-day operation of the school store.

Those students who have successfully complete the first term with an accumulated grade point average of 2.0 and good employability skills, and are unable to continue to the second term may receive the Stock Clerk certificate.

Required Courses for Certification

Students must demonstrate academic progress (satisfactory grade point average) and good employability skills to advance from term to term.

Stock Clerk (First Term)

Course Number	Course Name	Credits
RM 101*	Cashiering I	4
RM 102	Customer Service	3
RM 107	Inventory and Loss Prevention	2
RM 108A	Stocking Procedures	3

Cashier (Second Term)

Course Number	Course Name	Credits
RM 201	Personal Selling	2
RM 204	Keeping Up Appearance	1
RM 209A	Student Co-op Program	2
RM 207	Cashiering II	5
RM 208	Store Operation Support	2

Electives

Course Number	Course Name	Credits
RM 109	Store Operations Support	3
RM 120	Job and Work Preparation	1

*RM 101 Cashiering can be substituted with RM 109 Store Operations Support and RM 120 Job and Work Preparation

Instructors, program managers, and/or the referring counselor may recommend employability skills and elective classes based on the student's needs, abilities, interest and behaviors. Job Seeking Skills is required for all students anticipating to graduate from MCTI.

Sales Associate (Second Term)

Course Number	Course Name	Credits
RM 201	Personal Selling	2
RM 204	Keeping Up Appearances	1
RM 209A	Student Co-op Program	2

Must take at least 7 more credits from:

RM 207	Cashiering II	5
RM 212	Day Supervisor	4
RM 213	Merchandizing	2
RM 214	Store Operations	2
RM 215	Promotions	2

First-Line Supervisor

(Third term- one student only)

Course Number	Course Name	Credits
RM 305	First Line Supervisor of Retail Sales Worker	12

Course Descriptions

RM 101 Cashiering I

This course is for beginning retail marketing students. Students develop cashiering and cash handling skills that are required for a successful career in retail marketing. Students will run a cash register and handle different types of transactions. **Topics covered:** how to run a cash register, preparing the cash drawer, handling change, balancing the cash drawer, sales and credit card transactions, sales tax, discounts, and markdowns.

RM 102 Customer Service

This course is for beginning retail marketing students. Students learn the national standards for customer service and prepare to take the national certification exam. **Topics covered:** getting to know the customer; meeting the customers' needs; building a continuing relationship; and going the "extra mile".

RM 105 Inventory

Students with little/no experience in retail marketing learn the national standards for monitoring inventory. Students learn, how inventory procedures affect the profitability of a store, and how inventory related tasks play a large role in providing good customer service. **Topics covered:** inventory procedures (e.g., transferring inventory).

RM 106 Protect Company Assets

Students with little/no experience in retail marketing learn how to help protect a company's many assets, including customers and employees, inventory, money, buildings and property, and equipment and furnishings. **Topics covered:** shrinkage, security devices, monitoring merchandise, suspicious customers, and following safety procedures.

EC 118 Retail Marketing Math

Retail Marketing students use basic math skills to solve business problems. This highly participatory class prepares students to efficiently calculate change, determine prices or taxes, and determine earnings in a retail-marketing environment. Basic math skills required. It also focuses on problem-solving issues related to retail marketing. **Topics covered:** percents to decimals; decimals to percents; sales tax; total sales; making change; discounts; commission earnings; sales forms.

RM 201 Personal Selling

This course is for students with some retail marketing experience and focuses on developing effective personal skills to sell a product. Students develop good listening skills and questioning techniques to determine customer needs. **Topics covered:** communication skills, listening, open-ended questions, explaining features and benefits, demonstrating and testing products, initiating and creating special promotions, advertising, handling customer objections, looking for buying signals to close the sale.

RM 204 Keeping Up Appearances

This course is for students with some retail marketing experience and focuses on creating positive first impressions that connote quality, desirability, value, and other traits that drive repeat business. **Topics covered:** maintaining the sales floor, stockroom, and displays.

RM 207 Cashiering II

This course is for advanced retail marketing students. Students become proficient at cashiering and handling cash. Students must demonstrate proficiency in these skills to earn a cashier certificate. **Topics covered:** preparing and balancing the cash drawer, handling change, balancing inventory sheet to cash box.

RM 208 Store Operations

This course is for advanced retail marketing students. The course expands a student's knowledge of daily operations of a retail establishment and focuses on working effectively in teams to complete a task under supervision. **Topics covered:** teamwork, time management, following directions, customer service skills; supporting supervisor with handling invoices, ordering products, scheduling, verification of cash registers, deposits, promotions.

RM 209 Student Co-op Program

This course is for advanced retail marketing students. The course is a student's additional opportunity to apply employability skills in the school store or in other retail settings. **Topics covered:** employability skills.

RM 212 Day Supervisor

This course is for advanced retail marketing students. Students develop abilities to lead and manage people. **Topics covered:** leadership skills, role modeling, communication skills, attitude, team building skills.

RM 213 Merchandizing

This course is for advanced retail marketing students. Students learn point of sale software to monitor all aspects of inventory in a retail establishment. **Topics covered:** purchasing, handling invoices, damaged goods, physical inventory.

RM 214 Store Operations

This course is for advanced retail marketing students. Students learn skills needed to run financial and daily operations of a retail establishment. **Topics covered:** verification of cash drawers, daily deposits, scheduling employees, sales reports.

RM 215 Promotions

This course is for advanced retail marketing students. Students learn how promotions can build customer base and directly affect sales. **Topics covered:** types of media, information in promotion, monitoring sales during the promotion.

RM 305 First-Line Supervisor of Retail Sales Worker

This course is designed for advanced retail marketing students who show strong leadership skills. This is a paid cooperative experience for the student to work in a supervisory position in the school store. The student receives on-the-job training and assists the instructor in the day-to-day operation of the school store. **Topics covered:** staffing, training, supervising.