

Retail Marketing Curriculum Guide 2021-2022

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 - Students who most closely match the **U.S. Department of Labor occupational profile** for the first term exit point of a Stock Clerk are accepted for enrollment.

Aptitude/Abilities - Average verbal and math skills, clerical perception, low to fair manual dexterity, effective interpersonal relations

CASAS Scaled Score - Reading & Math 216-225

Environment - Store

Physical Demands - Light to Medium

Temperament - Ability multi-task, perform precision work and likes to work with people

Entry-Level Pay - Starting pay may range from the current minimum wage to a higher amount depending on the location of the job.

Certificate of Completion Programs (SOC Code):

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

Depending on your skills, ability, & interests, you can participate up to 4 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 on the student's skills, abilities and interests, the student may work toward the Cashier Certificate.

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

To advance from term to term, students must demonstrate academic progress (satisfactory grade point average of 2.0) and good employability skills.

Stock Clerk (first term)

Course Number	Course Name	Credits
RM 101A	Cashiering 1	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

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 – instructor approved only)

Course Number	Course Name	Credits
RM 305	First Line Supervisor / Manager Retail Sales	12

Course Substitution for RM 101A Cashiering I (Instructor Approved)

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

Electives (Instructor Approval Needed)

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

Other Courses (Instructor Approval Needed)

Course Number	Course Name	Credits
RM 680	Independent Study	2-12
RM 690	Work Internship	6-12

Instructors, program managers, and/or the referring counselor may recommend employability skills and elective classes based on the student’s needs, interest, and abilities. Additional terms or courses are initiated by the instructor and approved by the Manager of Career and Technical Education programs. Job Seeking Skills is required for all students expecting to graduate from MCTI.

Course Descriptions

RM 101A Cashiering 1 - 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 107 Inventory and Loss Prevention - 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 108A Stocking Procedures - Students with little/no experience in retail marketing learn how to help protect a company’s 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.

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 209A Student Co-op Program - This course is for advanced retail marketing students. This course is an additional opportunity for students to apply employability skills in the school store or in other retail settings. **Topics Covered:** employability skills.

RM 109 Store Operations Support - 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 120 Job and Work Preparation - 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 680 Independent Study - 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 690 Work Internship - 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.