



Auburn School District	
Marketing Store Retail Operations	
Course: Marketing Operations	Total Framework Hours up to: 180
CIP Code: 521801 <input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified: January 2014
Career Cluster: Marketing Operations	Cluster Pathway: Marketing Communications

Unit Outline	Hours
1. Operations	35
2. Business Law	5
3. Emotional Intelligence	35
4. Customer Relations	30
5. Promotion	30
6. Communications	20
7. Selling	<u>25</u>
TOTAL	<u>180</u>

UNIT 1 Operations

Performance Assessments: Operations Assessment
 Business Law Assessment/Operations Assessment
 Records and Trends Assessment

Leadership Alignment:

Activity

Operations Assessment
 Business Law Assessment/Operations Assessment
 Records and Trends Assessment

Skill(s)

Works Independently

8.B.1 Monitor, define, prioritize and complete tasks without direct oversight

Use and Manage Information

4.B.1 Use information accurately and creatively for the issue or problem at hand

4.B.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information

Apply Technology Effectively

6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy

6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies

Be Self-Directed

8.C.4 Reflect critically on past experiences in order to inform future progress

Standards and Competencies

Standard/Unit:

1. Operations

Competencies

Total Learning Hours for Unit: 40

- Maintain business records
- Describe health and safety regulations in business
- Report noncompliance with business health and safety regulations
- Follow instructions for use of equipment, tools and machinery
- Follow safety precautions
- Maintain a safe work environment
- Identify potential safety issues
- Identify routine activities for maintaining business facilities and equipment
- Monitor internal records to determine current business trends
- Prepare cash drawers/banks
- Open/Close register/terminal

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing Common Core Standards

7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

	CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8
Reading for Literacy in History/Social Studies 6–12	
Reading for Literacy in History/Social Studies 6–12 Common Core Standards	7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. CCSS.ELA-Literacy.RLHSS.11-12.7
	8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information. CCSS.ELA-Literacy.RLHSS.11-12.8

UNIT 2 Business Law

Performance Assessments: Business Law Assessment/Operations Assessment

Leadership Alignment:

Activity

Business Law Assessment/Operations Assessment

Skill(s)

Works Independently

8.B.1 Monitor, define, prioritize and complete tasks without direct oversight

Standards and Competencies

Standard/Unit:

2. Business Law

Competencies

Total Learning Hours for Unit: 5

- Evaluate workplace regulations (BL:008)(SU)
- Demonstrate strategies for legal/government compliance (BL: 011)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing Common Core Standards

7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.
CCSS.ELA-Literacy.W.11-12.7

8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.
CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies 6–12

Reading for Literacy in History/Social Studies 6–12 Common Core Standards

7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
CCSS.ELA-Literacy.RLHSS.11-12.7

8. Evaluate the hypotheses, data, analysis, and conclusions in a science or technical text, verifying the data when possible and corroborating or challenging conclusions with other sources of information.
CCSS.ELA-Literacy.RLHSS.11-12.8

UNIT 3 Emotional Intelligence

Performance Assessments: Emotional Intelligence Assessment/Customer Relations Assessment

Leadership Alignment:

Activity

Emotional Intelligence Assessment/Customer Relations Assessment

Skill(s)

Communicate Clearly

3.A.5 Communicate effectively in diverse environments (including multi-lingual)

Collaborate with Others

3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams

Adapt to Change

7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts

7.A.2 Work effectively in a climate of ambiguity and changing priorities

Be Flexible

7.B.1 Incorporate feedback effectively

7.B.2 Deal positively with praise, setbacks and criticism

Be Self-Directed

8.C.2 Demonstrate initiative to advance skill levels towards a professional level

Interact Effectively with Others

9.A.1 Know when it is appropriate to listen and when to speak

9.A.2 Conduct themselves in a respectable, professional manner

Produce Results

10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:

1. work positively and ethically
2. manage time and projects effectively
3. multi-task
4. participate actively, as well as be reliable and punctual
5. present oneself professionally and with proper etiquette
6. collaborate and cooperate effectively with teams
7. respect and appreciate team diversity be accountable for results

Guide and Lead Others

11.A.3 Inspire others to reach their very best via example and selflessness

Be Responsible to Others

11.B.1 Act responsibly with the interests of the larger community in mind

Standards and Competencies

Standard/Unit:

3. Emotional Intelligence

Competencies

Total Learning Hours for Unit: 40

- Foster positive working relationships/teamwork (EI:005)(CS)
- Demonstrate initiative at work (EI:002)(PQ)
- Illustrate positive attitude (EI:003)(PQ)
- Practice ethical work habits (EI:004)(PQ)
- Demonstrate diversity sensitivity (EI: 011)
- Apply feedback for personal growth (EI:15)(PQ)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing Common Core Standards	4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. CCSS.ELA-Literacy.WLHSST.11-12.4
--------------------------------------	---

Writing for Literacy in History/Social Studies, Science, and Technical Subjects 6–12

Writing for Literacy Common Core Standards	2. Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes. CCSS.ELA-Literacy.WLHSST.11-12.2
---	---

UNIT 4 Customer Relations

Performance Assessments: Emotional Intelligence Assessment/Customer Relations Assessment

Leadership Alignment:

Activity

Emotional Intelligence Assessment/Customer Relations Assessment

Skill(s)

Communicate Clearly

3.A.5 Communicate effectively in diverse environments (including multi-lingual)

Collaborate with Others

3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams

Adapt to Change

7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts

7.A.2 Work effectively in a climate of ambiguity and changing priorities

Be Flexible

7.B.1 Incorporate feedback effectively

7.B.2 Deal positively with praise, setbacks and criticism

Be Self-Directed

8.C.2 Demonstrate initiative to advance skill levels towards a professional level

Interact Effectively with Others

9.A.1 Know when it is appropriate to listen and when to speak

9.A.2 Conduct themselves in a respectable, professional manner

Produce Results

10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:
work positively and ethically

1. manage time and projects effectively
2. multi-task
3. participate actively, as well as be reliable and punctual
4. present oneself professionally and with proper etiquette
5. collaborate and cooperate effectively with teams
6. respect and appreciate team diversity be accountable for results

Guide and Lead Others

11.A.3 Inspire others to reach their very best via example and selflessness

Be Responsible to Others

11.B.1 Act responsibly with the interests of the larger community in mind

Standards and Competencies

Standard/Unit:

4. Customer Relations

Competencies

Total Learning Hours for Unit: 30

- Demonstrate positive customer relations (EI:031)(CS)
- Handle difficult customers (EI:013)(CS)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing for Common Core	4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. CCSS.ELA-Literacy.WLHSST.11-12.4
Writing for Literacy in History/Social Studies, Science, and Technical Subjects 6–12	
Writing for Literacy Common Core Standards	2. Write informative/explanatory texts, including the narration of historical events, scientific procedures/ experiments, or technical processes. CCSS.ELA-Literacy.WLHSST.11-12.2

UNIT 5 Promotion

Performance Assessments: Promotion Assessment/Communication Assessment

Leadership Alignment:

Activity

Promotion Assessment/Communication Assessment

Skill(s)

Collaborate with Others

3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

Use and Manage Information

5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions

Be Flexible

7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments

Manage Goals and Time

8.A.1 Set goals with tangible and intangible success criteria

Guide and Lead Others

11.A.2 Leverage strengths of others to accomplish a common goal

Standards and Competencies

Standard/Unit:

5. Promotion

Competencies

Total Learning Hours for Unit: 30

- Explain the nature of a promotional plan (PR:073)(SP)
- Coordinate activities in the promotional mix (PR:076)(SP)
- Create and evaluate a promotional plan using various types of media (PR: 001)(CS) * (PR: 073)(SP) Plan special events (PR:360) (SP)
- Explain types of display arrangements (PR:026) (CS)
- Plan promotional strategy (PR:343) (MN)
- Measure success of promotional efforts (PR:339) (MN)
- Prepare store/department for special event (PR:068) (SP)
- Explain the use of visual merchandising in retailing (PR:023) (CS)
- Create promotional signs (PR:109) (SP)
- Use cross-merchandising techniques (PR:358) (SP)

Common Core

Writing 6–12

Writing for Common Core	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies 6–12

Reading for Common Core

7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
CCSS.ELA-Literacy.RLHSS.11-12.7

UNIT 6 Communication

Performance Assessments: Promotion Assessment/Communication Assessment

Leadership Alignment:

Activity

Promotion Assessment/Communication Assessment

Skill(s)

Collaborate with Others

3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal

3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

Standards and Competencies

Standard/Unit:

6. Communication

Competencies

Total Learning Hours for Unit: 20

- Organize information (CO:086)(CS)
- Create and utilize appropriate graphic aides (CO:087)(CS)
- Write persuasive messages (CO:031)(SP)
- Prepare written reports (CO:094)(SP)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing for Common Core	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies 6–12

Reading for Common Core	7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. CCSS.ELA-Literacy.RLHSS.11-12.7
-------------------------	--

UNIT 7 Selling

Performance Assessments: Selling Assessment/Communication Assessment

Leadership Alignment:

Activity

Selling Assessment/Communication Assessment

Skill(s)

Communicate Clearly

3.A.5 Communicate effectively in diverse environments (including multi-lingual)

Collaborate with Others

3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams

Adapt to Change

7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts

7.A.2 Work effectively in a climate of ambiguity and changing priorities

Be Flexible

7.B.1 Incorporate feedback effectively

7.B.2 Deal positively with praise, setbacks and criticism

Be Self-Directed

8.C.2 Demonstrate initiative to advance skill levels towards a professional level

Interact Effectively with Others

9.A.1 Know when it is appropriate to listen and when to speak

9.A.2 Conduct themselves in a respectable, professional manner

Produce Results

10.A.1 Set and meet goals, even in the face of obstacles and competing pressures

10.A.2 Prioritize, plan and manage work to achieve the intended result

10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:

1. work positively and ethically
2. manage time and projects effectively
3. multi-task
4. participate actively, as well as be reliable and punctual
5. present oneself professionally and with proper etiquette
6. collaborate and cooperate effectively with teams
7. respect and appreciate team diversity be accountable for results

Standards and Competencies

Standard/Unit:

7. Selling

Competencies

Total Learning Hours for Unit: 25

- Establish relationship with customer/client (SE:110, SE LAP 101) (CS)
- Determine customer/client needs (SE:111, SE LAP 114) (CS)
- Recommend specific product (SE:114, SE LAP 111) (CS)
- Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)
- Process returns/exchanges (SE:162) (CS)
- Process sales documentation (SE:117) (SP)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing 6–12

Writing for common core	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies 6–12

Reading for common core	7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. CCSS.ELA-Literacy.RLHSS.11-12.7
-------------------------	--

21st Century Skills

Check those that students will demonstrate in this course:

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation</p> <p><input checked="" type="checkbox"/> Think Creatively</p> <p><input type="checkbox"/> Work Creatively with Others</p> <p><input type="checkbox"/> Implement Innovations</p> <p>Critical Thinking and Problem Solving</p> <p><input type="checkbox"/> Reason Effectively</p> <p><input checked="" type="checkbox"/> Use Systems Thinking</p> <p><input checked="" type="checkbox"/> Make Judgments and Decisions</p> <p><input type="checkbox"/> Solve Problems</p> <p>Communication and Collaboration</p> <p><input checked="" type="checkbox"/> Communicate Clearly</p> <p><input checked="" type="checkbox"/> Collaborate with Others</p>	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <p><input type="checkbox"/> Access and /evaluate Information</p> <p><input checked="" type="checkbox"/> Use and Manage Information</p> <p>Media Literacy</p> <p><input checked="" type="checkbox"/> Analyze Media</p> <p><input checked="" type="checkbox"/> Create Media Products</p> <p>Information, Communications and Technology (ICT Literacy)</p> <p><input checked="" type="checkbox"/> Apply Technology Effectively</p>	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <p><input checked="" type="checkbox"/> Adapt to Change</p> <p><input checked="" type="checkbox"/> Be Flexible</p> <p>Initiative and Self-Direction</p> <p><input checked="" type="checkbox"/> Manage Goals and Time</p> <p><input checked="" type="checkbox"/> Work Independently</p> <p><input checked="" type="checkbox"/> Be Self-Directed Learners</p> <p>Social and Cross-Cultural</p> <p><input checked="" type="checkbox"/> Interact Effectively with Others</p> <p><input type="checkbox"/> Work Effectively in Diverse Teams</p> <p>Productivity and Accountability</p> <p><input type="checkbox"/> Manage Projects</p> <p><input checked="" type="checkbox"/> Produce Results</p> <p>Leadership and Responsibility</p> <p><input checked="" type="checkbox"/> Guide and Lead Others</p> <p><input checked="" type="checkbox"/> Be Responsible to Others</p>
---	---	---