

# Consumer Services and Product Development 19301

**Rationale Statement:**

Consumer Services and Product Development allows students to explore a variety of career options that analyze business and consumer trends, identify and report individual and family concerns, design public relations/marketing strategies, identify needs for new products, promoting products, or plan meetings and conventions. Career options could include: customer service director, public relations director, chamber of commerce marketing director, non-profit organization area supervisor, meetings and operations coordinator, credit manager, sales and marketing administrator, or mortgage loan processor.

**Suggested Grade Level:** 9, 10, 11, or 12<sup>th</sup> Grade

**Topics Covered:**

- Careers in Consumer Services
- Process to make a product comparison
- Factors affecting consumer spending
- Fraud and consumer laws
- Advertising
- Marketing strategies

<b>Indicator 1: Investigate Consumer Service Career Paths.</b>	
Revised Bloom's Taxonomy	Standards and Examples
Understand	<p><b>ICS 1.1 Summarize roles, functions, and educational requirements of consumer service professions as a possible opportunity for a career.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Create a graphic organizer of consumer service careers.</li> <li>• Design a job description for consumer services employees.</li> <li>• Create comparison chart of consumer service career opportunities.</li> </ul>
<b>Indicator 2: Analyze consumer behavior to assist in decision making skills.</b>	
Understand	<p><b>ICS 2.1 Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Give a persuasive presentation for a specific consumer product.</li> <li>• Write a vehicle review for safety, dependability and features.</li> <li>• Create an advertisement for a specific product.</li> </ul>
Analyze	<p><b>ICS 2.2 Differentiate the relationship between age cohorts, subcultures, societal trends and consumer spending.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Design a graph and summary chart comparing the relationship.</li> <li>• Conduct research and write a news release.</li> </ul>

<b>Indicator 3: Examine factors that impact the consumer market.</b>	
Analyze	<p><b>ICS 3.1 Examine fraud in the marketplace and consumer laws to protect consumers.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Create solutions for example consumer protection case studies.</li> <li>• Write a newspaper article on the importance of consumer protection laws.</li> <li>• Create an educational consumer protection brochure.</li> </ul>
Apply	<p><b>ICS 3.2 Generalize the impact of advertising on consumer decisions.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Conduct a advertising experiment for a product and summarize the results.</li> <li>• Interview advertising agencies/businesses in understanding the impact of trends.</li> <li>• Prepare a power point to illustrate the impact of advertising on consumer decisions.</li> </ul>
Analyze	<p><b>ICS 3.3 Compare public relations and marketing strategies to determine optimal sales.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Compare and summarize results of a class competition to sell a product using a specific marketing strategy.</li> <li>• Interview of several businesses to determine their best marketing strategy.</li> <li>• Create an infomercial or commercial to promote a consumer product.</li> </ul>
Create	<p><b>ICS 3.4 Develop skills needed for product development, testing, and presentation of a consumer product.</b></p> <p><i>Example:</i></p> <ul style="list-style-type: none"> <li>• Conduct market research to determine consumer trends and product development needs.</li> <li>• Research the history of a product and determine why it was successful or not.</li> <li>• Evaluate the labeling, packaging and support materials that sell consumer goods.</li> <li>• Design, develop and market a consumer product.</li> <li>• Create an advertising campaign to promote a consumer product.</li> </ul>