

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 12th Grade

Topics Covered:

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

Indicator 1: Investigate Consumer Service Career Paths.	
Revised Bloom's Taxonomy	Standards and Examples
Understand	<p>ICS 1.1 Summarize roles, functions, and educational requirements of consumer service professions as a possible opportunity for a career.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Create a graphic organizer of consumer service careers. • Design a job description for consumer services employees. • Create comparison chart of consumer service career opportunities.
Indicator 2: Analyze consumer behavior to assist in decision making skills.	
Understand	<p>ICS 2.1 Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.</p> <p><i>Example:</i></p> <ul style="list-style-type: none"> • Give a persuasive presentation for a specific consumer product. • Write a vehicle review for safety, dependability and features. • Create an advertisement for a specific product.
Analyze	<p>ICS 2.3 Differentiate the relationship between age cohorts, subcultures, societal trends and consumer spending.</p> <p><i>Example:</i></p>

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

