

12160-Marketing Merchandising

Rational Statement:

The Marketing Merchandising course is designed to provide students with practical backgrounds in retailing, with emphasis on merchandising, promotions, displays, selling and career planning. The content of this course also includes the fundamental principles of human relations.

Suggested Grade Level: 9-12

Topics Covered:

- **Practical backgrounds in retailing**
- **Emphasis on merchandising**
- **Promotions**
- **Displays**
- **Selling**
- **Career planning**
- **Fundamental principles of human relations**

Indicator #1: Implement human resources techniques in marketing.	
Bloom's Taxonomy Level	Standards and Examples
Applying	<p>MER.1.1 Manage staff growth and development to increase productivity.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Conduct product “show and tell.” • Conduct contests to motivate employees. • Foster “right” environment for employees. • Hold special events for employees. • Involve staff in company activities.
Applying	<p>MER.1.2 Utilize information-technology tools to manage and perform merchandising tasks.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Interpret the impact of technology on retailing. • Utilize merchandising software. • Obtain information from retail databases to aid in product planning and control. • Explain the importance of merchandising to retailers.

Indicator #2: Employ the processes and systems required for continued business functioning.

Bloom's Taxonomy Level	Standards and Examples
Applying	<p>MER.2.1 Implement security measures to minimize loss.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Develop policies/procedures for handling shoplifters. • Develop policies/procedures for employee theft. • Use merchandise security measures to minimize inventory shrinkage.
Applying	<p>MER.2.2 Implement organizational skills to improve efficiency and workflow.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Prepare cash drawers/banks. • Open/close register/terminal. • Double check online orders to ensure customer satisfaction. • Coordinate activities with those of other departments/stores.
Applying	<p>MER.2.3 Demonstrate foundational knowledge of distribution to understand its role in retailing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Utilize order-fulfillment processes to move product through the supply chain. • Implement and execute stock-handling receiving processes to ensure accuracy and quality of incoming shipments. • Perform warehousing procedures and implement inventory control methods to minimize cost and meet customer demand. • Assess and manage distribution strategies to improve effectiveness and minimize costs.

Indicator #3: Utilize concepts, systems, and tools needed for marketing merchandising decisions.

Bloom's Taxonomy Level	Standards and Examples
Applying	<p>MER.3.1 Utilize marketing information to drive merchandising activities.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Employ pricing strategies and sensitivity. • Assess pricing strategies to identify needed changes and to improve profitability. • Manipulate assortment-mix strategies to create maximum mix of products at minimum cost. • Scan marketplace to identify factors that could influence merchandising decisions. • Reconcile marketing plans with assortment and financial plans.
Applying	<p>MER.3.2 Employ marketing strategies to determine and meet customer needs.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Communicate promotional messages to targeted audiences. • Utilize special events to increase sales. • Employ visual merchandising techniques to increase interest in product offerings • Implement display techniques to attract customers and increase sales potential. • Manage promotional activities to maximize return on promotional efforts. •
Applying	<p>MER.3.3 Develop merchandise plans to guide selection of retail products.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Explain the nature of and prepare merchandise plans. • Calculate open-to-buy. • Create/maintain daily sales plan and calculate gross margin. • Identify emerging trends.