



Course Outcome Summary

Course Information: Retail Marketing: Spartan Stoppe Departments

Description: As a requirement of this class, the students enrolled will manage, staff, run and make merchandise decisions for the school-based enterprise – Spartan Stoppe. In order to do this, students will rotate through the different departments. Students will rotate through all 6 departments throughout the course of the semester. Each student group will have 2 – 3 weeks (about 8 to 10 class periods) to complete their tasks.

Instruction Level: 10-12

Total Credits: 1.0

Course Standards:

- Apply pricing strategies to determine optimal prices
- Describe the nature and scope of product/service management
- Generate product ideas to contribute to ongoing business success
- Coordinate activities in the promotional mix
- Explain the nature and scope of promotion
- Manage promotional activities to maximize return on promotional efforts
- Describe promotional channels used to communicate with targeted audiences
- Explain the use of an advertisement's components to communicate with targeted audiences
- Maintain business records to facilitate business operations
- Describe the role of channel management in marketing
- Manage channel activities to minimize costs and to determine distribution strategies
- Conduct supply chain management activities to coordinate the movement of materials, information, and funds into an organization and the movement of finished products/services out of an organization
- Analyze market data to determine and meet customer needs
- Employ visual merchandising techniques to increase interest in product offerings
- Implement display techniques to attract customers and increase sales potential
- Create displays
- Explain the use of public relations activities to communicate with targeted audiences
- Use publicity/public-relations activities to create goodwill with stakeholders
- Coordinate activities in the promotional mix
- Evaluate advertising copy strategies that can be used to create interest in advertising messages
- Identify promotional messages that appeal to targeted markets

- Evaluate copy
- Summarize types of digital advertising strategies that can be used to achieve promotional goals

Unit

1. **Sales Promotion Department**
2. **Advertising Department**
3. **Operations**
4. **Visual Merchandising Department**
5. **Public Relations/Social Responsibility Department**
6. **Licensing/Website integration**

Unit Outlines

1. Sales Promotion Department

Standards:

- Apply pricing strategies to determine optimal prices
- Describe the nature and scope of product/service management
- Generate product ideas to contribute to ongoing business success
- Coordinate activities in the promotional mix

Essential Question:

Students will be able to answer the following question(s):

- How will you create an effective Sale Promotions for the Spartan Stoppe?

Essential Knowledge:

Students will:

- Create a sale to promote a product
- Create a Contest to encourage sales of another product (think McDonald's Monopoly)
- Research a real-world social media strategy being used by a major company and replicate it on the Spartan Stoppe Facebook and Twitter accounts

2. Advertising Department

Standards:

- Explain the nature and scope of promotion
- Manage promotional activities to maximize return on promotional efforts
- Describe promotional channels used to communicate with targeted audiences
- Explain the use of an advertisement's components to communicate with targeted audiences

Essential Question:

Students will be able to answer the question(s):

- Why is advertising important for the Spartan Stoppe?

Essential Knowledge:

What are the key concepts/vocabulary/ideas that students will have mastery of by the completion of the unit?

Students will:

- Write and produce a 30 second radio announcement in coordination with the sales promotion department
- Write and produce a TV Commercial in coordination with the sale promotion department
- Promote the Spartan Stoppe in the community – Sparta paper, radio, ect
- Create a Poster board display ad for the front of the store
- Create a print ad for the Spartan Stoppe to be placed in the Parent Newsletter
- Create a “Toilet Talk” Flyer to be placed in bathroom stalls here at school

3. Operations Department

Standards:

- Maintain business records to facilitate business operations
- Describe the role of channel management in marketing
- Manage channel activities to minimize costs and to determine distribution strategies
- Conduct supply chain management activities to coordinate the movement of materials, information, and funds into an organization and the movement of finished products/services out of an organization
- Analyze market data to determine and meet customer needs

Essential Question:

Students will be able to answer the question(s):

- How do you complete a deposit for the Spartan Stoppe along with updating inventory?

Essential Knowledge:

Students will:

- Receive inventory – Count items that are delivered
- Perform cycle counts on merchandise in store
- Maintain inventory in the system
- Schedule worker shifts
- Document learning for Gold level SBE accreditation
- Perform daily close-outs and financial balances
- Perform sales tax detailed paper work

4. Visual Merchandising Department

Standards:

- Employ visual merchandising techniques to increase interest in product offerings
- Implement display techniques to attract customers and increase sales potential
- Create displays

Essential Question:

Students will be able to answer the question(s):

- How do you create a visual display with the products in the Spartan Stoppe?

Essential Knowledge:

Students will:

- Create a unique and different window display for the time period of the rotation (homecoming, Halloween, etc)
- Maintain mannequins
- Rotations of merchandise – Everything in the store needs to be moved around during each rotation
- Make sure the store is presentable
- Sweep, mop, dust
- All items in place – neatly folded, hung in the correct direction

5. Public Relations/Social Responsibility Department

Standards:

- Explain the use of public relations activities to communicate with targeted audiences
- Use publicity/public-relations activities to create goodwill with stakeholders
- Coordinate activities in the promotional mix

Essential Question:

Students will be able to answer the question(s):

- Why are public relations important in a Retail Store?

Essential Knowledge:

Students will:

- Focus will be on promotion of healthy options in the store
- Contact the radio, newspaper and other broadcast media to publish newsworthy information about the Spartan Stoppe
- Connect with district officials (Superintendent and school board) to create positive relationships and communication for the Spartan Stoppe
- Generate and coordinate any other school responsibility programs to help worthy causes (MDA, Breast Cancer, Humane Society)

6. Licensing/Website integration

Standards:

- Evaluate advertising copy strategies that can be used to create interest in advertising messages
- Identify promotional messages that appeal to targeted markets
- Evaluate copy
- Summaries types of digital advertising strategies that can be used to achieve promotional goals

Essential Question:

Students will be able to answer the question(s):

- Why is it essential to have a web presence?

Essential Knowledge:

Students will:

- Manage the Spartan Stoppe Facebook page and Twitter account in coordination with the Advertising Department
- Evaluate and implement a new web store