



**Goodheart-Willcox Publisher Correlation of  
Retailing and E-tailing ©2015  
to Tennessee Department of Education CTE Standards  
Course: Retail Operations (5938)**

STANDARD		CORRELATING PAGES
<b>Introduction to Retailing</b>		
1	Investigate the origins of retailing in the United States. Research emerging trends in retailing, including the expansion of e-tailing, the growth of mobile marketing, the inclusion of social media, and the embrace of green marketing, among others. Create a timeline citing specific textual evidence outlining the historical evolution of retailing in the U.S. including significant changes in the last decade. Make a prediction about the impact of current technological and cultural shifts on the future of retailing.	<b>Instruction:</b> Pg. 53–54 E-tailing; 204–205 Social Media; 260 GR  <b>Application:</b> Pg. 66 AYK #2; 119 AYK #9
2	Identify local retailers and justify their categorization as a merchandise and/or service retailer. Defend the categorization by identifying the definitions, differences and similarities of each. Describe the services that are performed by each type of retailer and propose different methods for maintaining and building the clientele of each.	<b>Instruction:</b> Pg. 31–34 Traditional Retailers; 37–38 Service Retailers; 126–127 Merchandise  <b>Application:</b> Pg. 46 RYK #5; 47 AYK #4; 142 RYK #1
3	Discuss the importance of customer experience in a retail environment by evaluating characteristics about the experience (online/in-store) that makes a customer loyal to that retailer. Document a list of reasons a customer may enjoy shopping in a specific environment, including specific characteristics that differentiate the experience from other retailers.	<b>Instruction:</b> Pg. 202 Loyalty Programs; 240–246 In-Store Customer Service; 286–289 Online Merchandising  <b>Application:</b> Pg. 256–257 AYK #1–6; 311 AYK #6
<b>Retail Careers</b>		
4	Using print, online, and/or personal interview sources, develop a career profile for at least three occupations (managerial level or above) found in national or international retail	<b>Instruction:</b> Pg. 11 ERC; 34 ERC; 58 ERC; 78 ERC; 137 ERC; 176 ERC; 192 ERC; 269 ERC; 295 ERC; 352–354 Functions of Management; 354 ERC; 403 ERC; 407 Compensation and Benefits; 445–446 Selecting a Career; 467 ERC



	<p>businesses. Capture, at minimum, the following:</p> <ul style="list-style-type: none"><li>a. Job description</li><li>b. Essential knowledge and skills needed for the career</li><li>c. Program or path of study to reach occupational goals, high school through postsecondary (colleges of applied technology, community colleges, and four-year universities)</li><li>d. Licensure and credentialing requirements</li><li>e. Non-educational job requirements such as physical fitness tests, minimum age, and other</li><li>f. Benefits such as travel, free samples, etc.</li><li>g. Salaries, bonuses, payment methods (including salary and commissions)</li><li>h. Employment outlook</li></ul>	<p><b>Application:</b> Pg.143 AYK #6; 452 AYK #1; 454 Teamwork</p>
<b>Economics of Retailing</b>		
5	<p>Research and explain the economic function of retailing in the local, state, national, and global economy. Explore the impact of government regulations on the retail industry, citing specific examples from legislation such as the Food, Drug, and Cosmetic Act or the Consumer Product Safety Act. Develop a claim about a particular trade practice governed by law and draw conclusions about the impact of that practice without laws to govern retailing. For example, explore a trade practice deemed unfair and investigate the impact of the practice on retail operations and the economy prior to legislation banning the practice.</p>	<p><b>Instruction:</b> Pg. 15–21 Industry Overview; 168–169 Economy; 396–397 Data Collection; 403–405 Consumer Protection Laws</p> <p><b>Application:</b> Pg. 23 AYK #3, 5–6; 119 AYK #9; 143 AYK #10; 413 AYK #8, 10; 414 Teamwork; 431 CRP, Reading</p>
6	<p>Investigate and chart the impact of business cycles on the retail environment using past and present economic data, case studies and information from multiple professional journals and/or news articles. Predict the impact that forecasted economic trends will have on the retail environment and retail opportunities in shifting economies in both short term (1 year or less) and long term (5 years) analysis.</p>	<p><b>Instruction:</b> Pg. 88–90 Why Retailers Conduct Research; 133–134 Deciding What to Buy; 168–169 Economy</p> <p><b>Application:</b> Pg. 119 AYK #9; 180 RYK #5; 181 AYK #3</p>



7	Summarize how businesses make and review pricing decisions based on four key market factors: cost and expenses, supply and demand, consumer perception, and competition. Analyze each factor and determine and describe how each relates to pricing goals of earning a profit, gaining market share, and being competitive.	<b>Instruction:</b> Pg. 8 Competitive Prices; 168 Competition; 169 Supply and Demand; 171–173 Pricing Objectives; 174–176 Cost-Based Pricing; 393–395 Pricing Practices  <b>Application:</b> Pg. 23 AYK #3; 180–181 AYK #1–3, 7–8, 10
<b>Marketing Research</b>		
8	Explain the need for both primary and secondary market research data in the retail industry. Identify and evaluate types of data available through electronic tracking methods (e.g. warranty registrations, sales records, online surveys, website cookies, and loyalty cards) and illustrate how this information could be used by the retailer by constructing a pivot chart to draw conclusions about customers from data gathered from one of the above tracking methods.	<b>Instruction:</b> Pg. 74–75 Marketing Research; 75–76 Research Process; 77–80 Secondary Data; 81–84 Primary Data; 136 Review Sales Records; 202 Loyalty Programs; 331 Tracking; 396–397 Data Collection  <b>Application:</b> Pg. 94 Teamwork; 345 AYK #2–3; 346 Teamwork
9	Address a chosen marketing question, including outlining methodology used to gather data by developing a written or electronic survey targeting a local retailer or school-based enterprise. Survey may address topics such as: determining possible new products/services, measuring brand awareness and brand loyalty, determining consumer perception, etc. Analyze data and present findings and recommendations to the class and/or a local business owner using professional presentation techniques.	<b>Instruction:</b> Pg. 81–82 Surveys; 88–90 Why Retailers Conduct Research; 396–397 Data Collection  <b>Application:</b> Pg. 92–93 AYK #1, 3; 94 Teamwork
<b>Security and Risk Management in Retail</b>		
10	Evaluate the types of risk present in the retail environment including security concerns and construct a plan for a local retailer or school-based enterprise to manage these risks. Analyze the various methods of controlling losses resulting from shrinkage, vendor collusion, and theft. Include cost in the analysis.	<b>Instruction:</b> Pg. 155 Periodic Inventory Control System; 418–421 Types of Risk; 422–429 Managing Risk  <b>Application:</b> Pg. 159 AYK #8; 430–431 AYK; 432 Teamwork

Inventory, Buying, and Pricing		
11	Research the concept of inventory planning, stock turnover rates, and the buying process. Develop a six-month merchandise plan and open-to-buy for a retail department or product category. Prepare a scenario summary accounting for current inventories, current purchases, current expenses, and best and worst case scenarios based on six-month merchandise plan and sales forecast analysis.	<b>Instruction:</b> Pg. 127–130 Merchandise Plan; 135–141 Responsibilities of the Buyer; 153–154 Managing the Inventory; 156 Stock Turnover; 226–227 Determine Needs  <b>Application:</b> Pg. 143 AYK #4; 159 AYK #9–10; 160 Teamwork
12	Explain standard procedure for ordering and invoicing purchases used in the retail industry. Evaluate and compare the basic types of inventory and Point of Sale (POS) systems used in retail and make a recommendation citing research for best suited tracking methods and vendors for a small retailer or school-based enterprise.	<b>Instruction:</b> Pg. 134–135 Deciding Where to Buy; 148–149 Placing the Purchase Order; 150–151 Receiving the Order; 154–155 Inventory Systems; 331 Tracking  <b>Application:</b> Pg. 159 AYK #3–8; 160 Teamwork; 345 AYK #3
13	Calculate retail prices for specific products using cost-plus, mark-up, and mark-down formulas include calculation for overall margin mix. Summarize prices through a detailed explanation of the concept of cost and profits used to establish budgets and prices.	<b>Instruction:</b> Pg. 106 Price; 135–136 Budget the Money Available; 164–166 Price; 174–176 Cost-Based Pricing; 362–365 Store Performance  <b>Application:</b> Pg. 179 Checkpoint 8.2 #3; 180 RYK #8–9; 181 AYK #9–10
Location, Layout, and Visual Merchandising		
14	Investigate the factors businesses use when selecting a physical location for a retail store. Evaluate the local community and make a claim about an ideal retail location, citing data and evidence from research. Include an analysis of traffic (foot and vehicle) and target markets in the area.	<b>Instruction:</b> Pg. 28–38 Section 2.1 Store-Based Retail; 98–99 Identifying the Customer; 101–102 Geographic Segmentation; 106 Place  <b>Application:</b> Pg. 47 AYK #3; 119 AYK #1, 2
15	Compare and contrast the types of retail store layouts and prepare recommendations for when each should be used. Research the use of plan-o-grams to maximize floor space and select an appropriate product and create a plan-o-gram for a retail store or department. Present plan with explanation for peer review to class members.	<b>Instruction:</b> Pg. 267–268 Store Layout  <b>Application:</b> Pg. 271 Checkpoint 12.1 #5; 280 RYK #3; 280–281 AYK #2–3

16	Investigate the aspects of visual merchandising and relate them to developing a store/brand image. Conduct a study of a local retail store's use of location, layout, and visual merchandising and evaluate the effectiveness of their plan. Make recommendations for improving their use of these elements to attract a specific target market.	<b>Instruction:</b> Pg. 98–99 Identifying the Customer; 264–265 Creating the Store Image; 265–270 Visual Merchandising Elements  <b>Application:</b> Pg. 271 Checkpoint 12.1 #1–2; 280 RYK #1–2; 280–281 AYK #1–4
<b>Retail Product, Promotion, and Selling</b>		
17	Construct a marketing plan for a virtual business, school store venue, or career and technical student organization (CTSO) project. Include basic elements such as: a mission statement, SWOT analysis, marketing strategies, product selection, and evaluation process. Describe the marketing mix variables and how they relate to the implementation of the marketing plan.	<b>Instruction:</b> Pg. 105–106 Marketing Mix; 196–198 Promotion  <b>Application:</b> Pg. 108 Checkpoint 5.2 #1; 209 AYK #3
18	Research the importance of personal selling in the retail environment and explain the impact the sales person has on image, customer service, and profit. Distinguish between the types of selling (inside, outside) to determine how various selling techniques can influence customer-buying decisions. Create a training plan for new sales employees. Incorporate relationship marketing methods and the importance of conveying product value to the customer in the training.	<b>Instruction:</b> Pg. 110–111 Buying Decisions; 203 Personal Selling; 214–215 Personal Selling; 215–218 Sales Associate; 223–224 Customer Relationships; 240–245 Personal Customer Service  <b>Application:</b> Pg. 234–235 AYK #1, 5, 8; 236 Teamwork; 257 AYK #3
19	Evaluate a retail store's promotional campaign for increases in sales and customer traffic by developing and utilizing a social media campaign. Research current events and case studies illustrating the use of social media. Create an original social media campaign based on a local retailer or school based enterprise.	<b>Instruction:</b> Pg. 19 SM; 44 SM; 61 SM; 91 SM; 112 SM; 129 SM; 151 SM; 175 SM; 198 SM; 204–205 Social Media; 224 SM; 251 Blogs and Message Boards, SM; 278 SM; 288 SM; 342 SM; 357 SM; 375 SM; 405 SM; 425 SM; 448 SM; 470 SM  <b>Application:</b> Pg. 209 AYK #3; 345 AYK #2
20	Research three retailers who are promoting green products or green promotional efforts. Analyze their claims of producing environmentally friendly products or services	<b>Instruction:</b> Pg. 2 GR; 13–14 Environment; 70 GR; 122 GR; 184 GR; 260 GR; 348 GR  <b>Application:</b> Pg. 14 Checkpoint 1.1 #5; 23 AYK #6

	and develop a presentation supporting or opposing their “green” marketing position.	
<b>Human Resource Management</b>		
21	Analyze the staffing needs for a medium size retail store considering departments, security, and hours of operation. Create a staffing schedule for one month to maximize coverage and minimize payroll cost. Calculate daily payroll cost and revise presentation based on findings.	<b>Instruction:</b> Pg. 353 Staffing; 356–358 Managing Personnel  <b>Application:</b> Pg. 366–367 AYK #1, 6
22	Construct the agenda for a sales staff meeting. Relate the elements of a positive working environment and motivational techniques to minimize employee turnover. Develop written human relations policies and guidelines to generate a positive retail work environment. Role-play workplace situations surrounding the promotion of a positive work environment for presentation in the meeting.	<b>Instruction:</b> Pg. 356–358 Managing Personnel; 400 Netiquette  <b>Application:</b> Pg. 366 AYK #2; 401 Checkpoint 17.1 #1; 412 RYK #4, 6; 413 AYK #1–2, 5
23	Explore legal issues relating to staffing and the impact they have on the business, employees, and customers (minimum wage, medical insurance requirements, equal opportunity, harassment, etc.). Research national and international labor issues (i.e. the demand for a raise of the minimum wage) relating to the retail industry. Write an informative essay exposing the issue, citing evidence from research.	<b>Instruction:</b> Pg. 353 Staffing; 406 Labor Relations; 407 Equal Employment Opportunity  <b>Application:</b> Pg. 411 Checkpoint 17.2 #3; 412 RYK #6; 414 Teamwork
<b>Ethics in Retailing</b>		
24	Evaluate principles of ethics in retailing. Construct an essay describing an ethical challenge retailers face, such as theft of customer personal information, pressure sales tactics, psychological pricing, justifying charging higher prices for sustainable products, or undocumented product claims. Construct a project management toolkit for managers with steps to take and resources available as a guide to making decisions involving ethical issues.	<b>Instruction:</b> Pg. 176–178 Psychological Pricing; 216 Ethical; 392–393 Ethics  <b>Application:</b> Pg. 234 RYK #2; 401 Checkpoint 17.1 #1–2, 4–5; 412 RYK #4–5, 8; 413 AYK #1–9