

**WARREN COUNTY SCHOOL DISTRICT**  
**PLANNED INSTRUCTION**

**COURSE DESCRIPTION**

**Course Title:** Sales Management

**Course Number:** \_\_\_\_\_

**Course Prerequisites:** None

**Course Description:** (Include “no final exam” or “final exam required”)

Sales Management introduces students to the major principles and concepts of retail sales. Topics include basic business principles, basic math and communication skills, merchandising, promotion, selling and management. Students will be trained to obtain National Professional Certification in Customer Service (NRF). Marketing projects, teamwork, leadership activities, and Skills USA competitions provide many opportunities for application of instructional competencies.

Final Exam is required.

**Suggested Grade Level:** 10-12

**Length of Course:** \_\_\_\_\_ One Semester    X Two Semesters    \_\_\_\_\_ Other

(Describe)

**Units of Credit:** 1 (Insert NONE if appropriate.)

**PDE Certification and Staffing Policies and Guidelines (CSPG) Required Teacher Certification(s)**

(Insert certificate title and CSPG#) Marketing/Distributive Education Teacher/Coordinator and/or Business

**Certification verified by WCSD Human Resources Department:**

X Yes    \_\_\_\_\_ No

**Board Approved Textbooks, Software, Materials:**

**Title:** Marketing Essentials

**Publisher:** Glencoe

**ISBN #:** 978-0-07-876904-7

**Copyright Date:** 2009

**Title:** Retailing

**Publisher:** Glencoe

**ISBN #:** 978-0-07-861402-6

**Copyright Date:** 2005

**Date of WCSD Board Approval:**

**Date of WCSD Board Approval:**

## **BOARD APPROVAL:**

**Date Written:** November, 2009

**Date Approved:** \_\_\_\_\_

**Implementation Year:** 2010

**Suggested Supplemental Materials:** (List or insert None)

Current Microsoft Office Software

Retailing Smarts Series: Workbook 1 — Get to Know Your Customer

Retailing Smarts Series: Workbook 2 — Meet Your Customers' Needs

Retailing Smarts Series: Workbook 3 — Build a Continuous Relationship

Retailing Smarts Series: Workbook 4 — Go the Extra Mile (Providing Personalized Customer Service)

### **Course Standards**

**PA Academic Standards:** (List by Number and Description)

13.1.11 Career Awareness and Preparation A, D, F

13.2.11 Career Acquisition (Getting a Job) A, E

13.3.11 Career Retention and Advancement A, E, G

### **SEE TASK GRID**

**WCSD Academic Standards:** (List or None)

None

**Industry or Other Standards:** (List, Identify Source or None)

NOCTI; National Professional Certification in Customer Service (NRF)

### **SPECIAL EDUCATION AND GIFTED REQUIREMENTS**

The teacher shall make appropriate modifications to instruction and assessment based on a student's Individual Education Plan (IEP) or Gifted Individual Education Plan (GIEP).

# SPECIFIC EDUCATIONAL OBJECTIVES/CORRESPONDING STANDARDS AND ELIGIBLE CONTENT WHERE APPLICABLE

(List Objectives, PA Standards #'s, Other Standards (see samples at end))

## SEE TASK GRID

### PA Standard: 13.1.11 Career Awareness and Preparation A, D, F

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
A.	Relate careers to individual interests, abilities, and aptitudes.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Tests</li> <li>• Teacher Observation</li> </ul>
D.	Evaluate school-based opportunities for career awareness/preparation.			
F.	Analyze the relationship between career choices and career preparation opportunities, such as, but not limited to: Associate degree, Baccalaureate degree, Certificate/licensure, Immediate part/full time employment, entrepreneurship.			

### PA Standard: 13.2.11 Career Retention (Getting a Job) A, E

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
A.	Apply effective speaking and listening skills used in a job interview.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Tests</li> <li>• Teacher Observation</li> </ul>
E.	Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge.			

### PA Standard: 13.3.11 Career Retention and Advancement A, E, G

X – performance assessed during that semester

	Performance Indicators	1	2	Assessment
A.	Evaluate personal attitudes and work habits that support career retention and advancement.			<ul style="list-style-type: none"> <li>• Projects/Performance</li> <li>• Quizzes</li> <li>• Teacher Observation</li> <li>• Tests</li> </ul>
E.	Evaluate time management strategies and their application to both personal and work situations.			
G.	Evaluate the impact of lifelong learning on career retention and advancement.			

## ASSESSMENTS

**PSSA Assessment Anchors Addressed:** The teacher must be knowledgeable of the PDE Assessment Anchors and/or Eligible Content and incorporate them into this planned instruction. Current assessment anchors can be found at [pde@state.pa.us](mailto:pde@state.pa.us).

**Formative Assessments:** The teacher will develop and use standards-based assessments throughout the course.

**Portfolio Assessment:** \_\_\_\_\_ Yes      X   No

**District-wide Final Examination Required:**   X   Yes    \_\_\_\_\_ No

**Course Challenge Assessment (Describe):**  
Performance Assessments

## REQUIRED COURSE SEQUENCE AND TIMELINE

(Content must be tied to objectives)

Content Sequence	Dates
Marketing and Retailing & Economic Fundamentals	15 days
Basic Math Skills	5 days
Basic Communication Skills	5 days
Types of Retail Businesses	15 days
Management Skills	5 days
Merchandise Planning and Distribution	15 days
Buying and Pricing Merchandise	15 days
Store Design, Visual Merchandising and Display	20 days
Promotion	20 days
Sales	20 days
Customer Service Certification Preparation	25 days
Management	5 days
Career Opportunities	5 days
	180 days

**Objectives:**

**See Task Grid**

**WRITING TEAM:** Claudia Solinko

### WCSD STUDENT DATA SYSTEM INFORMATION

1. Is there a required final examination?        X   Yes             No
2. Does this course issue a mark/grade for the report card?        X   Yes             No
3. Does this course issue a Pass/Fail mark?             Yes        X   No
4. Is the course mark/grade part of the GPA calculation?        X   Yes             No
5. Is the course eligible for Honor Roll calculation?        X   Yes             No
6. What is the academic weight of the course?  
           No weight/Non credit        X   Standard weight  
           Enhanced weight (Describe)