Marketing Perspectives 30S

Business and Marketing Education
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1. Description: Marketing Perspectives 30S is a practical course designed to provide students with experience an employee in a retail setting would require. The course has students cover the functional areas of a business including accounting, finance, merchandising and sales. Each area has a set of tasks that will be completed to effectively operate the school store. Students will make all decisions that relate to the business under the guidance and supervision of the instructor and teaching assistant. The course will prepare students for employment in any retail operation.

2. Rationale: In today's competitive business and labour environment, employers require employees who have experience in the tasks that relate to the retail market. They can be overwhelmed by the responsibilities related to operating a business and may not have the time to properly train new staff. They will seek out those individuals who have the skill and experience that they require providing them with employment.

3. Goal: Students will be prepared to work on any of the tasks required of an entry-level employee in a retail setting.

4. Objectives: The course is broken down into the 4 functional areas of a business and the students will rotate weekly in each of the areas. They will be required to complete all tasks that relate to the area in order to achieve credit for the course.

A. Applies the principles of cash basis accounting for 5 hours during week assigned.

A.1) Records the amounts from 5 invoices on the monthly record of purchases and expenses.
A.2) Transfers the numbers from 5 sales reconciliations to the monthly record of sales.
A.3) Updates cost and retail prices from invoices on stock control.
A.4) Completes the depreciation schedule for the month assigned.
A.5) Calculates net profit for the school store by completing income statement for the month.
A.6) Computes the cash flow for the month.

A.7) Balances assets with liabilities and equity on the balance sheet for the month assigned.

B. Practices financing procedures for 6 hours during week assigned.

B.1) Completes 5 Z-out procedures for cash registers.
B.2) Replaces floats in cash registers each day.
B.3) Calculates 5 sales reconciliations for confection and computil.
B.4) Transfers data from sales reconciliations to combo sheet.
B.5) Records money on 5 bank deposits.
B.6) Organizes all money to make a professional bank deposit.
B.7) Counts all drink machine money as it is recorded on cash register.

C. Illustrates all activities involved in merchandising goods for 6.5 hours.

C.1) Completes 5 orders for the week.
C.2) Properly receives merchandise from 5 orders per week.
C.3) Records all items from invoices on stock control.
C.4) Stocks shelves, coolers and drink machines with merchandise received.
C.5) Counts all merchandise for end of the month inventory.
C.6) Calculates extensions for items counted in inventory.
C.7) Rotates stock to keep all items fresh.

D. Develops skill in the operation of all types of cash registers.

D.1) Memories all cash register keys.
D.2) Understands the use of all keys on the cash register.
D.3) Practices how to ring up a sale.
D.4) Calculates the proper amount of change to give back to customers.
D.5) Demonstrates how to clean all parts of the school store.
D.6) Displays how to make popcorn for store opening.
D.7) Works for 8 hours on the sales function.

5. Delivery Methods: The course will use demonstrations, self-directed packages and individual instruction.

6. Synopsis: The course will have students spend the following hours on each task over the semester:

Activity	**Time**
A. Course introduction, review and exam	5 hours
B. Accounting	20 hours
C. Finance	20 hours
D. Merchandising	30 hours
E. Sales	40 hours

7. Evaluation: As the course is practical in orientation, students will only earn marks for what they complete in a correct manner. Attendance is vital to earn credit for practical work. Attendance must be updated in the journal daily. Tasks completed for each of the functional area are to be recorded on the sheets provided and all forms must be signed to earn credit for the activity. Journals will be updated with the instructor on Grade Machine once end of month duties are complete. Marks are calculated according to the standards set out below and turned into a percentage based on successful completion.

Criteria	**Marks Available**
A. Practical	50
B. Theoretical	30
C. Exam/Inventory	20

- **All Formative Assignments, Projects and Assessments must be completed in order for a student to achieve this credit.**

8. Digital Citizenship You are here to learn and your device can be part of that learning experience. You will continue to learn when to use your device appropriately. In the event that you are not using your device respectfully or it is getting in the way of your learning you will be asked to put it in the instructors desk for the class or possibly longer. A denial of such a request will be seen as defiance and will lead to expanded intervention.

9. Class Expectations

Learning We are here to learn and our behavior will always represent that fact.
Respect- For ourselves, others and our environment
Responsibility- For our mistakes because this is the best way to learn and grow.
Safety- Always be considerate for the safety of others and your selves and act accordingly.