

# RETAILING

## Curriculum Content Frameworks

**Please note: All assessment questions will be taken from the knowledge portion of these frameworks.**

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# Curriculum Content Frameworks

## RETAILING

Grade Levels: 11, 12  
Course Code: 492430

Prerequisite: Tech Prep Foundation Core

Course Description: Retailing is a one semester course designed to offer an overview of the retailing industry in the United States. A study is made of the types of retail marketing, organization, personnel, merchandising, promotion, selling, and operations. The course focuses on the concepts and practices of retail business operations.

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# Unit 1: Exploring Retail Marketing

## Hours: 5

**Terminology:** Boutiques, Branch store, Brick and mortar, Catalog sales, Category killers, Chain store organization, Channels of distribution, Consumers, Department store, Discount store, Distribution, E-commerce, Flagship store, Flea markets, Global retailing, Goods, Hypermarket, Kiosks, Leased department, Limited-line store, Manufacturer owned outlets, Market economy, Marketing, Non-store retailing, Off-price store, One-stop shopping, Peddlers, Retailing, Services, Specialty store, Supermarket, Trading post, Warehouse club

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to retail marketing [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
1.2 Describe the purposes of retailing and the value to consumers	1.2.1 Research the purposes of retailing and the value to consumers	Foundation	Listening	Comprehends ideas and concepts related to retail marketing [1.2.1]	
			Reading	Comprehends written information for main ideas [1.3.7]	
1.3 Describe a brief history of each type or method of retailing (Ex. Trading post, peddler, brick and mortar, e-commerce)	1.3.1 Research and write a paper on the changes in retailing since World War II and discuss the causative factors	Foundation	Listening	Evaluates oral information/presentation [1.2.2]	
			Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]  Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
1.4 Describe the two types of retail marketing businesses	1.4.1 Research recent business periodicals to make a list of the top ten retailers in each of the two types of retail businesses	Foundation	Reading	Comprehends written information and applies it to a task [1.3.8]	
			Speaking	Participates in conversation, discussion, and group presentation [1.5.8]	
1.5 Delineate the different channels of distribution	1.5.1 Trace through each of the channels of distribution from producer to consumer using a visual aid	Foundation	Arithmetic/ Mathematics	Creates tables, graphs, diagrams and charts to convey quantitative information [1.1.18]  Uses basic geometric symbols, terms, principles and formulas [1.1.34]	
		Thinking	Reading	Analyzes and applies what has been read to a specific task [1.3.2]	
			Creative Thinking	Develops visual aids to create audience interest [4.1.4]	

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
1.6 Explain marketing business by type of ownership, goods or services sold, non-store retailing, pricing and location	1.6.1 Participate in a group effort to collect and classify examples of retail businesses by type, services, pricing, location and sub-classification	Foundation  Interpersonal	Writing  Teamwork	Analyzes data, summarizes results, and makes conclusions [1.6.2]  Contributes to group with ideas, suggestions and effort [2.6.2]

## Unit 2: Economics of Marketing

**Hours: 5**

**Terminology:** Buyer's market, Capitalism, Communism, Competition, Corporation, Demand, Economic system, Economics, Elastic demand, Free-enterprise system, Inelastic demand, Market economy, Needs, Non-economic resources, Partnership, Price, Profit motive, Seller's market, Sole proprietorship, Supply, Wants

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terminology	2.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to economics of marketing [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
2.2 Discuss economic system (supply and demand)	2.2.1 Write an essay explaining the difference between a need and a want with emphasis on economic and non-economic	Foundation	Reading	Applies information and concepts derived from printed material [1.3.3]	
			Writing	Communicates thoughts, ideas, or facts in written form in a clear and concise manner [1.6.6]	
2.3 Identify the categories of resources of an economy (land, labor, capital, human)	2.3.1 Analyze and defend the statement, "All resources are limited"	Thinking	Creative	Forms opinions [4.1.7]	
			Reasoning	Uses logic to draw conclusions from available information [4.5.6]	
2.4 List the major elements of a free-enterprise system (competition, pricing, products/services, location, distribution)	2.4.1 Compare and contrast the advantages and disadvantages of a free-enterprise system to a person operating a retail business	Foundation	Reading	Applies information and concepts from printed material [1.3.3]	
		Thinking	Reasoning	Comprehends ideas and concepts related to a free-enterprise system [4.5.2]	
2.5 Explain the characteristics of capitalism in America as opposed to global economic systems	2.5.1 Compare two diverse global economic systems	Foundation	Reading	Comprehends written information for main ideas [1.3.7]	
		Thinking	Reasoning	Comprehends ideas and concepts related diverse economic systems [4.5.2]	
2.6 Cite the different types of business ownerships	2.6.1 Prepare a list of advantages and disadvantages of sole proprietorship, partnership and corporations	Foundation	Listening	Evaluates oral information/presentation [1.2.2]	
		Thinking	Reasoning	Uses logic to draw conclusions from available information [4.5.6]	

## Unit 3: Managing Human Resources

**Hours: 10**

**Terminology:** Benefit, Communications, Compensation plan, Ethics, Human resources, Integrity, Motivation, Personality, Reciprocity, Responsibility, Self-confidence, Self-management, Sociability, Success

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terminology	3.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to managing human resources [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
3.2 List the benefits and compensation plans an employee can expect from an employer	3.2.1 Compile a comprehensive list of benefits and compensations received by each employed class member for comparison	Foundation	Writing	Presents answers/conclusions in a clear and understandable form [1.6.13]	
		Interpersonal	Teamwork	Recognizes effects of positive/negative attitudes on co-workers [2.6.4]	
				Works effectively with others to reach common goal [2.6.6]	
3.3 Explain workplace skills an employer can expect from an employee	3.3.1 Using sample employee evaluation forms gathered from employers and develop a cumulative list of skills needed for good employer/employee relations	Foundation	Reading	Draws conclusions from what is read [1.3.12]	
			Writing	Presents own opinion in written form in clear and concise manner [1.6.14]	
3.4 Paraphrase the Civil Rights Act of 1964 and the Age Discrimination Act	3.4.1 Assess the effects of the Civil Rights Act of 1964 and The Age Discrimination Act on retail hiring practices	Thinking	Reasoning	Comprehends ideas and concepts related to managing human resources [4.5.2]	
3.5 Identify sources that retailers use to find potential employees (Ex. Internet, newspaper, "head hunters", word of mouth)	3.5.1 Collect and display examples of employee recruitment techniques used by employers	Foundation	Writing	Organizes information into an appropriate format [1.6.10]	
3.6 Research the skills an employee should master to be an effective team member	3.6.1 Demonstrate through role play these team work skills	Interpersonal	Teamwork	Contributes to group with idea, suggestions and effort [2.6.2]	
				Demonstrates understanding, friendliness, adaptability, empathy and politeness in new and ongoing group settings [2.6.3]	

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>		
What the Student Should be Able to Do		What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
3.7 Explain the benefits of job training	3.7.1 Interview employers to determine various types of training available in retailing	Personal Management	Career Awareness, Development, and Mobility	Comprehends ideas and concepts related to employee/employer needs for continued training [3.1.3]
3.8 Delineate the reasons for continuous retail training and some of the methods used in continuous training	3.8.1 Appraise the role of student/professional organizations in marketing and retail management	Personal Management	Career Awareness, Development, and Mobility	Develop skills to locate, evaluate and interpret career information [3.1.4]  Explore career opportunities [3.1.6]

## Unit 4: Human Relations

### Hours: 10

Terminology: Active listening, Attitude, Body language, Feedback, Human relations, Nonverbal communications, Organizational chart, Passive listening, Personal space, Role expectation

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
4.1 Define terminology	4.1.1	Prepare a list of terms with definitions	Foundation	Reading  Writing	Applies/Understands technical words that pertain to human relations [1.3.6]  Uses words appropriately [1.6.21]
4.2 List various positive attitudes for all workers	4.2.1	Demonstrate through role play various positive attitudes for all workers	Foundation	Reading	Analyzes and applies what has been read to a specific task [1.3.2]
4.3 Identify ways an individual can contribute to teamwork	4.3.1	Participate in a committee meeting to decide on a project	Interpersonal	Teamwork	Recognizes effects of positive/negative attitudes on co-workers [2.6.4]  Works effectively with others to reach a common goal [2.6.6]
4.4 Explain the difference between active and passive listening	4.4.1	Develop guidelines for developing active listening and for written/spoken messages	Foundation  Thinking	Arithmetic/ Mathematics  Creative Thinking	Creates tables, graphs, diagrams, and charts to convey quantitative information [1.1.18]  Develops visual aids to create audience interest [4.1.4]

## Unit 5: Retail Selling

### Hours: 5

**Terminology:** Approach, Benefit table, Caveat emptor, Convenience goods/services, Corporate conscience, Desire, Expectation, Feature, Greeting approach, Informal approach, Merchandise approach, Non-personal selling, Personal selling, Pre-approach, Service approach, Shopping goods/services, Specialty goods/services, Wants

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to retail selling [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
5.2 Cite the steps in a sale of shopping goods	5.2.1 Prepare props and a scenario for a role play in which the steps in the sale of shopping goods are exemplified	Thinking	Creative Thinking	Develops visual aids to create audience interest [4.1.4]	
5.3 List various occupational levels in the area of sales	5.3.1 On an organizational chart plot the duties, responsibilities and education needed to be a sales clerk, salesperson, or sales representative	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.2]	
5.4 List the questions that must be addressed in a product or service analysis	5.4.1 Prepare a list and Identify a product or service analysis	Foundation	Listening	Comprehends ideas and concepts related to a product or service analysis [1.2.1]	
5.5 Explain the dynamics of determining when to approach customers	5.5.1 Practice approach using role play	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.2]	

## Unit 6: Facilities and Operations

**Hours: 10**

Terminology: Bank cards, Call centers, Cash reward card, Charge accounts, Check card, Child care facility, Credit accounts, Departmentalization, Fixtures, Gift registries, Leased departments, Lighting, Merchandise alterations, Personal shopping, Store entrance

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
6.1 Define terminology	6.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to facilities and operations [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
6.2 Give considerations in planning a store layout	6.2.1 Analyze the physical placement of goods in a store relative to sales amounts and percentages	Foundation	Listening	Evaluates oral information/presentation [1.2.2]	
	6.2.2 Develop appropriate layouts for feature, impulse, and staple goods in a moderate-size store facility	Thinking	Reading	Applies information and concepts derived from printed materials [1.3.3]	
	6.2.3 Identify a retail store you believe has a good lighting system. Compile a list of the various types of lighting used, and merchandise featured under a special lighting		Reasoning	Comprehends ideas and concepts related to planning a store layout [4.5.2]	
6.3 Identify various forms of customer service in retail establishment	6.3.1 Chart the different services offered by a major department store, hardware store, discount store, or auto dealership to determine a comparison	Foundation	Listening	Comprehends ideas and concepts related to customer service [1.2.1]	
	6.3.2 Visit several different kinds of retail stores to determine the difference between self-service and self-selection		Writing	Presents own opinion in written form in a clear, concise manner [1.6.14]	
6.4 Identify the basic types of retail credit and factors which retailers use to determine how to grant credit	6.4.1 Research laws in your state and write a paper on actions that can be taken by merchants to ensure prompt payment /to collect delinquent payments	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
				Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	

## Unit 7: Handling/Processing Merchandise

### Hours: 5

Terminology: Apron, Back order, Bill of lading, Buyer's record, Centralized receiving, Dollar control method, Electronic data, Forward stock, Interchange, Inter-enterprise collaboration, Invoice, Quick response, Regional receiving, Reserve stock, Single store receiving, Unit control method, Vendor managed inventory

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
7.1 Define terminology	7.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to handling/processing merchandise [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
7.2 The steps in the receiving and checking-in process of merchandise for a typical retail store	7.2.1 Diagram and describe how you would handle the daily receipt of 50-60 boxes and packages of merchandise for X-Y-Z Variety Store	Foundation	Reading	Analyzes and applies what has been read to specific task [1.3.2]	
	7.2.2 Determine how the receiving procedures in supermarkets differ from those in furniture stores and present your findings to the class	Thinking	Creative Thinking	Forms opinions [4.1.7]	
7.3 Explain the role of technology in logistics and distribution	7.3.1 Compare and contrast various types of distributors	Thinking	Knowing How to Learn	Locates appropriate learning resources to acquire or improve knowledge and skills [4.3.3]	
	7.3.2 Develop an appropriate distribution strategy for various types of retailers		Reasoning	Comprehends ideas and concepts related to logistics and distribution [4.5.2]	
7.4 Identify the various types of price coding	7.4.1 Collect from department or variety stores examples of the following: pin tag, string, tag, gummed label and electronic bar tag to compare information	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3]	
	7.4.2 Make up two cost codes, one using letters and one using numbers; record various prices as examples	Thinking	Reasoning	Comprehends ideas and concepts related to price coding [4.5.2]	
7.5 Compare the various types of stock control	7.5.1 In a short paper, explain why more than one system of stock control would be necessary for some stores	Foundation	Writing	Presents answers/conclusions in a clear and understandable form [1.6.13]	
7.6 Discuss asset control measures	7.6.1 By using one of various methods, identify a major national retailer and research their asset protection policy	Foundation	Reading	Comprehends written information and applies it to a task [1.3.8]	

## Unit 8: Location Analysis and Selection

### Hours: 5

Terminology: Area characteristics, Central business district, Demographic analysis, Freestanding stores, Graduated leases, Mega malls, Mixed-use malls, Neighborhood clusters, Outlet malls, Rules of occupancy, Shopping mall, Traditional shopping malls, Vertical malls

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
8.1 Define terminology	8.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to location analysis [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
8.2 Discuss demographic market research as it relates to store location	8.2.1 Create a list of local retailers and identify the target market of each	Foundation	Reading	Comprehends written information and applies it to a task [1.3.8]	
8.3 Identify sources of secondary information and methods of gathering primary information	8.3.1 Collect data on the number of stores in your area using one of the collection methods described. Detail the advantages and disadvantages of your choice	Foundation	Writing	Organizes information into an appropriate format [1.6.10]	
8.4 Describe the kinds of shopping malls, multi-use malls and mega malls	8.4.1 Analyze which type of malls are appropriate for various demographic areas	Thinking	Creative Thinking	Forms opinions [4.1.7]	

## Unit 9: Careers in Retailing

### Hours: 5

Terminology: Aptitude test, Employment application, Occupational Outlook Handbook, Résumé

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
9.1 Define terminology	9.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to careers in retailing [1.3.6]	
			Writing	Uses words appropriately [1.6.21]	
9.2 List expectations potential employees may have about their jobs and identify qualities needed for success	9.2.1 As a class prepare a survey of class members, school personnel, family members, business persons, and compile data to answer this question for your geographic area	Interpersonal	Teamwork	Recognizes effects of positive/negative attitudes on co-workers [2.6.4]	
9.3 The reasons that school career-planning and placement offices are more effective job information sources	9.3.1 Visit your high school counselor's office to discuss careers in marketing	Foundation	Listening	Listens for emotional meaning [1.2.5]	
9.4 Explain how interest and aptitude test help identify career choices and name sources of job information	9.4.1 Identify examples of aptitude tests for class discussion	Thinking	Reasoning	Comprehends ideas and concepts related to interest and aptitude tests [4.5.2]	
9.5 Describe training and education necessary to obtain a career in retailing	9.5.1 Use the Internet to research the requirements needed to pursue a career in retailing	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
	9.5.2 Complete and print an online employment application and résumé			Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
9.6 Describe the potential for employment and opportunities for advancement	9.6.1 Using the Occupational Outlook Handbook, research a career in retail of personal interest and discuss the potential for employment and opportunities for advancement	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]	
				Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	

# Glossary

## Unit 1: Exploring Retail Marketing

1. Boutiques – specialty shops catering to affluent men and women seeking high fashion and individuality
2. Branch store – replicas of flagship stores as an opportunity for expansion
3. Brick and mortar – a store with walls, roof, and door; into which you can walk and purchase goods
4. Catalog sales – purchases made through direct mail catalogs
5. Category killers – extremely large operations that offer enormous selections of merchandise in one classification at discounted prices
6. Chain store organization – a retail business with four or more store units, similar in nature, and having common ownership yet managed individually
7. Channels of distribution – different avenues for merchants to expand their operations and sell their products
8. Consumers – people who purchase goods and services
9. Department store – sells a wide assortment of both hard goods and soft goods merchandise under one roof
10. Discount store – sells a wide variety of merchandise at lower price
11. Distribution – the process of getting merchandise to the selling floor in the brick and mortar operations or to the stockrooms of catalogers and e-tailers in a timely fashion
12. E-commerce – Web site only retailing
13. Flagship store – the original store for any brick and mortar operation in retailing
14. Flea markets – festive and fun environment of retailing for the entire family; vendors sell anything from unwanted household items to designer jeans
15. Global retailing – nations around the globe with important retailing industries
16. Goods – tangible products available for resale to consumers
17. Hypermarket – a giant retailing operation which sells other product lines in addition to foods and turns a better profit than food stores because the nonfood items have higher markups
18. Kiosks – mini stores placed in aisles and open areas of marketplaces, where vendors sell such wares as sunglasses, tee shirts, and other small items from attractive places
19. Leased department – usually a specialized department (shoes, pharmacy, jewelry) which simply leases space from the retail store operation

20. Limited-line store – specialty store which restricts its offerings to one classification or line
21. Manufacturer owned retail outlets – stores opened by manufacturers themselves as a way to dispose of unwanted merchandise (leftovers) after they have sold inventories to the off-pricers
22. Market economy – free enterprise system, as opposed to command or communist economy
23. Marketing – pricing, promoting, distributing of the retail products
24. Non-store retailing – catalog, home shopping networks, modern day peddlers (door-to-door salespeople), and telephone sales
25. Off-price store – stores for budget-conscious and fashion-conscious consumers throughout a metropolitan area
26. One-stop shopping – retails stores that afford consumers the opportunity to purchase most items needed and wanted at the time with one stop
27. Peddlers – people who went from place to place hawking their wares (selling their goods) to the early settlers in extremely remote, rural areas, where there were no trading posts
28. Retailing – buying and selling goods and services to consumers
29. Services – activities provided to consumers by businesses that charge a fee and may or may not sell goods; i.e., dry cleaning and banking
30. Specialty store – another name for limited-line store
31. Supermarket – large, departmentalized food stores which entered the retailing scene in the early 1930's
32. Trading post – the first American retail institution was established in the early sixteenth century to satisfy those needs of the early settlers; goods were traded for other goods in a bartering system
33. Warehouse club – stores where customers pay an annual membership fee of about \$40 to shop for goods that are sold at large discounts

## Unit 2: Economics of Marketing

1. Buyer's market – situation where goods are plentiful and demand is scarce
2. Capitalism – an economic system based on private ownership of the factors of production
3. Communism – economic and social system in which all property and resources are collectively owned
4. Competition – open market rivalry in which every seller tries to get what other sellers are seeking including customers and profits
5. Corporation – a business which has organized itself legally as a separate entity from its owners
6. Demand – desire (want or need) of consumers for goods and services
7. Economic system – different economies such as market or communistic; from freedom of choice to government control
8. Economics – the subject of supply and demand
9. Elastic demand – situation where demand is flexible and fluctuates
10. Free-enterprise system – economy in which there is freedom of choice and businesses are for profit in the public and private sectors; a market economy
11. Inelastic demand – situation where demand is fixed due the necessity of the product or the lack of substitutes
12. Market economy – same as a free-enterprise system
13. Needs – necessary goods and services to sustain life
14. Non-economic resources – resources that do not carry an economic value; i.e., sunshine, friendship
15. Partnership – the type of ownership where there are two or more owners with an agreement as to percentage owned, work duties, and how the profits will be split
16. Price – the dollar figure placed on goods and services for sale in the marketing process
17. Profit motive – incentive in a market economy (free-enterprise system) to own your own business
18. Seller's market – situation where demand is plentiful and goods are scarce
19. Sole proprietorship – the type of business ownership where there is one owner business with unlimited liability
20. Supply – the amount available for sale to consumers
21. Wants – desires of the consumer

## Unit 3: Managing Human Resources

1. Benefit – advantage a customer gains from using a product or service
2. Communications – all means of symbolic or verbal communication (newspapers, mail, email, telephones, television, radio, etc.) that people and machines use to make contact and share information
3. Compensation plan – in network marketing, the details of how the commission of independent agents will be determined on their own and their downline's sales revenue
4. Ethics – a system or code of conduct based on universal duties and obligations that indicate how one should behave
5. Human resources – the portion of the firm's organization that deals with the hiring, firing, training, and other personnel issues
6. Integrity – the ability to distinguish between right and wrong and to make decisions based on that distinction
7. Motivation – positive or negative needs, goals, desires and forces that impel an individual toward or away from certain actions, activities, objects or conditions
8. Personality – an individual's consistency in coping with one's environment
9. Reciprocity – a concept that means "I'll buy from you if you buy from me"
10. Responsibility – being obliged to answer, as for one's actions, to an authority that may impose a penalty for failure
11. Self-confidence – belief in yourself and your abilities
12. Self-management – form of workplace management in which the employees make decisions on issues like hours, production, scheduling, division of labor, etc.
13. Sociability – the relative tendency or disposition to be sociable or associate with one's acquaintances
14. Success – an event that accomplishes its intended purpose

## Unit 4: Human Relations

1. Active listening – a method of listening that attempts to draw out as much information as possible by actively processing information received and stimulating the communication of additional information
2. Attitude – a cognitive process involving positive or negative valences, feelings or emotions
3. Body language – the nonverbal signals communicated in sales interactions through facial expressions, arms, legs and hands
4. Feedback – response to an inquiry or experiment
5. Human relations – the interactions among individuals in a group; positive or negative
6. Nonverbal communications – the non-spoken forms of expressions communicating thought and emotions including body language, space between the communicators, speech and appearance
7. Organizational chart – a graphic that displays the reporting relationships within a firm
8. Passive listening – to be genuinely interested in hearing and understanding the other person's point of view
9. Personal space – the region surrounding each person, which if entered by another person without this being desired physical intimacy, makes them feel uncomfortable
10. Role expectation – the set of behaviors expected of and by individuals in a group

## Unit 5: Retail Selling

1. Approach – the initial stage in a sales interaction
2. Benefit table – a chart listing and explaining the benefits of product features
3. Caveat emptor – latin term for "let the buyer beware"
4. Convenience goods/services – products that the consumer is not willing to spend effort to evaluate prior to purchase such as bread or milk
5. Corporate conscience – the moral obligation of corporations to their community, employees, vendors, and stockholders
6. Desire – the feeling experienced by consumers toward products that are not considered necessities
7. Expectation – the level of retail service expected by consumers
8. Feature – the tangible quality or characteristic of a product that provides a benefit to customers
9. Greeting approach – occurs when the salesperson simply welcomes the customer to the store
10. Informal approach – a type of approach in selling that focuses on getting to know the customer and not on a specific product
11. Merchandise approach – the salesperson makes a comment or asks questions about a product in which the customer shows interest
12. Non-personal selling – any form of selling that does not involve face-to-face contact with the customer
13. Personal selling – a communications process in which salespeople assist customers in satisfying their needs through face-to-face exchange of information
14. Pre-approach – the activities preceding a sales call that include prospecting, collecting information, and planning the sales presentation
15. Service approach – a method of greeting the customer by questioning to determine if service is needed; i.e., "May I help you?" "Is someone helping you?"
16. Shopping goods/services – products for which consumers will spend time comparing alternatives
17. Specialty goods/services – a product which the customer will expend considerable effort to buy
18. Wants – things that a person would like to have but could live without

## Unit 6: Facilities and Operations

1. Bank Cards – a revolving credit account, primarily VISA or MasterCard, offered by a traditional financial institution
2. Call centers – a centralized office used for the purpose of receiving and transmitting a large volume of customer inquiries by telephone; will enhance customer satisfaction by providing additional product information and support
3. Cash Reward Card – a card issuer (retailer or bank) provides the card holder with an annual cash rebate of between 0.5% and 2% of their net purchases; these programs create customer loyalty and increase the volume of card usage
4. Charge accounts – a revolving line of credit extended to customers that can be used at will as long as the credit limit has not been reached and the minimum payment is made each month; will enhance customer loyalty and provide additional revenue, in the form of interest payments, for the retailer
5. Check card – a plastic card with which a customer may withdraw funds on deposit in the customer's account using an automated teller machine
6. Child care facility – a location within the retail business that provides supervised child care for customers at an hourly or ½ hour rate
7. Credit accounts – credit under which goods are delivered or services are provided to creditworthy customers, who agree to pay for them a certain period after the date of invoice
8. Departmentalization – manner or practice in which related individual-tasks and their allocation to work-groups is combined, to form a specialized functional area that is distinct from other functional areas in an organization
9. Fixtures – awnings, bookcases, lighting, plumbing, etc., that are attached to a real property in a manner that (in view of law) it becomes a part of that property
10. Gift registries – in-house customer created list of possible gifts for a specific person for a specific occasion
11. Leased departments – departments within a retail establishment that are contracted out to a third party
12. Lighting – the layout and distribution of physical light within a retail establishment
13. Merchandise alterations – adjustments in promotion of product to reflect the evolving needs of the local market
14. Personal shopping – service provided by a retail establishment where a store employee assists the customer in making purchases to meet their predetermined needs
15. Store entrance – store's side facing the main street, and usually having display windows and entrance

## Unit 7: Handling/Processing Merchandise

1. Apron – a form attached to the invoice before the merchandise moves through checking and marking, the form records the steps the merchandise takes to reach the selling floor
2. Back order – a business order yet to be fulfilled because stock is unavailable
3. Bill of lading – document issued by a carrier, or its agent, to the shipper as a contract-of-carriage of goods
4. Buyer's record – documentation of a purchased product kept and filed by the purchaser
5. Centralized receiving – actual location where containers with cargo must be sorted before transshipment to the appropriate supply support activity or owning unit
6. Dollar control method – the control of sales, stocks, markdowns, and markups in terms of dollars rather than in terms of pieces or items
7. Electronic data – use of specialized software to collect and manage inventory, sales, and business records
8. Forward stock – inventory placed in the channel of distribution in advance of customer commitment
9. Interchange – standards based exchange of transaction-data and money among banks participating in a bank-card network
10. Inter-enterprise collaboration – the combining of separate business entities for the purpose of common economic advancement
11. Invoice – identifies both the trading parties and lists, describes, and quantifies the items sold, shows the date of shipment and mode of transport, prices and discounts (if any), and delivery and payment terms; also called a bill of sale or contract of sale
12. Quick response – just-in-time inventory partnership strategy between suppliers and retailers of general merchandise aimed mainly at reducing order response time
13. Regional receiving – shipments received by a regional warehouse
14. Reserve stock – merchandise that is not kept on the selling floor
15. Single store receiving – each retail store in a chain is responsible for their own receiving
16. Unit control method – a method of checking shipments that involves counting each item in a shipment
17. Vendor managed inventory – inventory replenishment arrangement whereby the supplier either monitors the customer's inventory with own employees or receives stock information from the customer

## Unit 8: Location Analysis and Selection

1. Area characteristics – the characteristics (demographic and infrastructure) of a geographic area
2. Central business district – an unplanned shopping area established where a community's public transportation systems converge
3. Demographic analysis – demographic-factors of the market in which a firm operates, and which are used to segment the target-population for effective marketing
4. Freestanding stores – independent, unaffiliated, unsupported retail establishments
5. Graduated leases – a lease (usually long-term) that is periodically adjusted to reflect the appraised value of the asset being leased
6. Mega malls – a fully enclosed, market dominant retail and entertainment destination with a dozen or more anchor stores and hundreds of specialty stores
7. Mixed use malls – a mall that features shopping, housing, libraries, entertainment, office space, and other facilities
8. Neighborhood clusters – most often consists of a supermarket and a group of smaller stores such as a drug store, a dry cleaner, video rental store, and beauty salon
9. Outlet malls – a shopping center that houses only national manufacturers off-price retail stores
10. Rules of occupancy – the rules that stipulate the responsibilities of the tenant
11. Shopping mall – a group of retail outlets designed and built with ways for pedestrians on one or more levels to form a unified whole under one roof
12. Traditional shopping malls – a large shopping area usually comprised of a single building which contains multiple shops, usually "anchored" by one or more department stores surrounded by a parking lot
13. Vertical malls – a traditional shopping mall constructed in an urban area with eight or more levels

## Unit 9: Careers in Retailing

1. Aptitude test – in education, certification, counseling, and many other fields, a test or exam, tool, or technique intended to measure students' expression of knowledge, skills and/or abilities
2. Employment application – standardized form utilized by a business to screen job applicants; the job applicants complete the form as the first step in the employment process
3. Occupational Outlook Handbook – a listing of occupations in alphabetical order issued by the United States Bureau of Labor
4. Résumé – a document containing a summary or listing of relevant job experience and education, usually for the purpose of securing a new job