Human Services

Pathway: Consumer Services

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HMPE01.01	Academic Foundations	#5: Introduction to Consumer Services	Obtain recommended academic credentials and licensures to prepare for a career in consumer services.	Hold a high school diploma to qualify for employment.	Present credentials.
				Follow through with continuing education to maintain professionalism.	Maintain legitimate credentials.
					Provide documentation to supervisor for review and filing.
				Hold a Bachelors Degree in Business, Family and Consumer Sciences, or Marketing to prepare for a career in consumer services.	Apply fundamental principles of economics and business.
					Explain specific field of operation, whether business planning, stock market investing, financial planning, accounting, consumer education or real estate.
				Study consumer services laws and ethics to obtain state licensure.	Attend education classes to prepare for licensure examinations.
					Pass examinations for licensures and maintain licensures with continuing education credits.
				Follow through with continuing education requirements to keep current.	Document completion of continuing education classes.
					Maintain current and marketable business skills.
HMPE01.02	Academic Foundations	#5: Introduction to Consumer Services	Obtain a broad-based knowledge in consumer products and industry equipment to allow demonstration of product/equipment features and associated uses.	Use product/equipment to demonstrate features to client and consumer audiences.	Confirm clients'/consumers' understanding of product/equipment features.
HMPE01.03	Academic Foundations	#5: Introduction to Consumer Services	Read and understand current research information to include in presentations to clients and consumers.	Include research findings casually in everyday language to keep instruction at an appropriate level.	Answer client and consumer questions confidently and accurately.

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HMPE02.01	Communications	#7: Business Procedures and Communications	Motivate clients/consumers to follow through with recommendations to serve the clients'/consumers' best interests.	Use client/consumer service skills, including ability to empathize, to motivate clients.	Listen attentively.
					Speak courteously and respectfully.
					Include clients/consumers in planning.
					Defuse client's/consumer's anger or skepticism.
					Resolve conflicting interests.
					Respond to client/consumer objections or complaints so that client/consumer shows satisfaction.
HMPE02.02	Communications	#7: Business Procedures and Communications	Communicate to clients/consumers orally and in writing to explain consumer services offered, using standard English.	Apply client/consumer service techniques to complete transactions.	Manage objections with courtesy and defuse them.
					Persuade the client/consumer to agree with an acceptable transaction.
					Facilitate client's/consumer's follow through with the transaction.
					Maintain client/consumer relationship as client /consumer returns for services and refers others.
				Use interviewing skills to elicit necessary financial information and preferences.	Obtain all necessary information.
					Identify client/consumer preferences.

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HMPE03.01	Problem Solving and Critical Thinking	#6: Consumer and Financial Services	Use critical thinking skills of analyzing, synthesizing and evaluating economic and budgeting principles to solve financial/economic problems.	Apply principles of consumer services expertise to analyze client/consumer preferences and needs and to create recommendations.	Evaluate client/consumer resources versus cost.
					Educate client/consumer about most beneficial choices.
					Recommend best products, plans or services for client/consumer.
				Synthesize economic principles, client/consumer data, and math skills to produce comprehensive budgets, purchasing plans, and/or	Produce attainable and manageable plans.
					Produce plans showing benefits for clients/consumers.
				Create plan to balance purchases, budgets, businesses, real estate investments or portfolio investments.	Produce balanced plan, explaining to client/consumer how the plan provides balance.
				Consult with co-workers or those knowledgeable in a field of expertise when needed to expedite solutions to problems.	Refer client/consumer to others if client/consumer will be better served.
				Apply investing or purchasing strategies to make client/consumer recommendations.	Analyze client's/consumer's assets and purchasing power.
					Evaluate options and choose options for maximum return and minimum risk.
					Synthesize elements to produce purchase or investment recommendations that satisfy clients/consumers.

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HMPE04.01	Information Technology Applications	#2: Information TechnologyApplications	Use business tools to access, manage, integrate and create consumer services information.	Use a calculator to manage numerical information.	Add, subtract, multiply, divide accurately.
					Perform complex transactions accurately.
				Use computer skills to access, manage, integrate and create information.	Use Internet to access current information.
					Use Microsoft Word, Power Point and Excel.
					Write, send and receive e-mail.
					Use specialized software to prepare needed documents, accurately representing market analyses, contracts, projected outcomes, amortization, etc.
					Publish with Desktop Software to produce advertising materials.
					Create documents for client/consumer and office use.
					Create website for Internet advertising.
HMPE04.02	Information Technology Applications	#2: Information TechnologyApplications	Provide accurate public service information to educate various audiences.	Present comprehensive subject or product information to promote a subject or product.	Provide customized oral presentations and visual materials to specific audiences.
HMPE04.03	Information Technology Applications	#2: Information TechnologyApplications	Identify key information to provide to various audiences.	Use the concept of 3-4 primary “info bites” needed for TV advertising.	Follow through with presenting “info bites” as required.

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HMPE06.01	Safety, Health and Environment	#6: Consumer and Financial Services	Establish a physically and psychologically healthy environment to offer consumer services in a safe environment.	Select a location suitable to offer consumer services safely.	Evaluate accessibility to transportation.
					Evaluate safety and security of the location.
					Incorporate a functional work environment, equipment needs and required utilities for offering consumer services.
				Create a psychologically suitable environment to offer consumer services in a safe environment.	Implement elements of a non-threatening environment.
					Use social skills needed for a diverse population.
					Use strategies to protect the privacy, autonomy and dignity of clients/consumers from diverse backgrounds.
HMPE08.01	Ethics and Legal Responsibilities	#5: Introduction to Consumer Services	Behave ethically to provide recommendations in the best interests of the client/consumer.	Behave as a steward of client/consumer assets to maintain client's/consumer's best interests.	Provide beneficial help and suggestions to client/consumer.
					Evaluate when client/consumer needs an advocate and follow through with meeting these needs.
				Behave ethically in relationship with consumer services client/consumer to maintain client's/consumer's best interests.	Offer prompt, honest and efficient services.
					Protect client/consumer from fraud, deceit or misrepresentation.
					Immediately disclose any conflicts of interest.
					Make recommendations for service based on the preferences and needs of the client/consumer.

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Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
HMPE10.01	Technical Skills	#7: Business Procedures and Communications	Use business procedures to produce successful client outcome and business success.	Use a cash register to manage funds.	Provide accurate change or refunds.
					Balance drawer at the end of a shift.
				Follow business procedure to place orders for customer and for supplies.	Complete paperwork with accuracy.
					Provide desired product to consumer.
				Answer questions correctly and offer advice to satisfy customer expectations.	Advise consumer to make suitable personal and/or business decisions, whether purchasing or investing.
					Recommend options regarding investments, insurances, tax guidelines, retirement planning, estate planning, purchasing, real estate ventures or accounting procedures.
					Evaluate risk/reward relationships of consumer's preferences.
					Create financial plan or purchasing plan and present to client.
					Follow up with client/consumer on outcome of plan implementation.

Additional Recommended
CTE/Degree Major Courses:

#3: Consumer Education

#4: Entrepreneurship and Business Management

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