



Marketing, Sales and Service

Pathway: Buying and Merchandising

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPC01.01	Career Development	#3: Principles of Sales and Promotion #6: Principles of Sales Management	Assess buying and merchandising-career information to enhance opportunities for career success.	Analyze buying and merchandising careers to determine careers of interest.	Identify career opportunities in buying and merchandising.
					Investigate the role and responsibilities of retail buyers and merchandisers.
					Recognize factors that affect the scope of buyers'/merchandisers' responsibilities.
					Compare and contrast buying for a single store with buying for multiple stores.
					Ascertain educational requirements for buying and merchandising careers.
					Determine income ranges associated with buying and merchandising careers.
					Assess working conditions associated with buying and merchandising careers.
					Determine perquisites (perks) associated with buying and merchandising careers.
					Describe the lifestyles of buyers and merchandisers.
					Identify career paths in buying and merchandising careers.
Explain the personal characteristics associated with buying and merchandising success.					



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Compare individual's abilities, interests, and attitudes with those associated with buying and merchandising success to determine the match between the two.	Analyze desired lifestyle and that associated with buying and merchandising careers. Discern between desired benefits and those associated with buying and merchandising careers. Contrast personal characteristics with those associated with buying and merchandising success. Examine similarities and differences between personal educational goals and educational requirements for buying and merchandising careers.
MKPC02.01	Communication and Interpersonal Skills	#7: Principles of Marketing Communications	Employ communication and interpersonal skills to facilitate interactions with others.	Communicate and apply interpersonal skills to manage buying and merchandising and to provide customer assistance.	Give directions to other locations. Verify customer's identification when providing age-restricted products. Prepare complex written reports. Fulfill management's role in customer relations.
MKPC03.01	Business Administration	#10: Applications of Buying and Merchandising	Acquire foundational knowledge of retailing to understand its scope and impact on the economy.	Investigate the retail industry to understand the background of retailing.	Identify reasons for changes occurring in retailing. Determine classifications of retailers. Ascertain advantages/disadvantages associated with each classification of retailer. Identify types of non-store retailers. Explain the growth of non-store retailing. Describe the evolution of retail competition. Analyze the impact of technology on retailing. Recognize the effects of international trade on buying and merchandising. Identify issues and trends in retailing.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences.	Distinguish between merchandising and marketing. Ascertain the importance of merchandising to retailers and to e-tailers. Distinguish between merchandising for brick-and-mortar retailers and for online retailers. Identify merchandising activities.
				Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.	Identify factors to consider when placing orders/reorders. Describe the use of smart cards in placing orders/reorders. Calculate amount of order/reorder. Write purchase orders.
				Plan and evaluate purchasing activities to minimize expenses.	Analyze the use of central buying. Choose vendors. Negotiate terms with vendors. Follow up orders. Evaluate performance of vendors.
MKPC03.02	Business Administration	#10: Applications of Buying and Merchandising	Implement business ethics, regulations, and safeguards to protect the business and to create trust.	Apply ethics and government regulations to protect a retail business.	Implement managerial ethics. Apply trade regulations. Analyze environmental regulations. Comply with tax regulations. Fulfill business's reporting requirements. Record and report sales tax, when appropriate.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Plan and implement security measures to minimize loss and to create trust.	Identify policies and procedures for handling shoplifters. Implement procedures for reducing bad-check losses. Establish policies/procedures for preventing internal theft. Develop policies/procedures for preventing vendor theft. Recognize procedures for handling robbery situations. Open/close business facility. Develop procedures for safeguarding cash. Complete bank deposits/records. Select security systems for the business. Conduct risk assessments.
				Implement measures to maintain a safe working environment.	Clean service and work areas.
MKPC03.03	Business Administration	#10: Applications of Buying and Merchandising	Use leading, controlling, and planning to manage buying and merchandising activities.	Lead store/department staff to improve their job performance.	Coordinate efforts of multifunctional teams. Coordinate activities with other departments/stores. Recognize management's role in the achievement of quality. Update staff on business and economic trends.
				Maintain fiscal control of retail operations to minimize expenses and maximize profit.	Develop expense-control plans.
				Plan and implement activities and strategies to guide staff.	Identify factors that affect planning. Develop strategies to achieve company goals/objectives. Implement tactics to accomplish strategies.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPC04.01	Marketing Functions	#9: Marketing Management #11: Advanced Marketing Management #12: Sales Promotion	Manage marketing activities to facilitate business's development and growth.	Utilize distribution knowledge and skill to manage supply-chain activities.	Explain distribution issues and trends.
					Process incoming merchandise.
					Resolve problems with incoming shipments.
					Process returned/damaged product.
					Establish receiving schedules.
					Select bar-code system.
					Route stock to sales floor.
					Store merchandise.
					Select appropriate storage equipment.
					Plan storage space.
					Fulfill orders.
					Select best shipping method.
					Analyze shipping needs.
					Analyze capabilities of electronic business systems to facilitate order fulfillment.
					Assess order fulfillment processes.
					Maintain inventory levels.
					Complete inventory counts.
					Plan/organize inventory counts.
					Monitor merchandise classification system.
					Describe inventory control systems.
					Identify types of unit inventory control systems.
					Determine inventory shrinkage.
					Maintain inventory control systems.
Develop inventory control systems.					
Implement category management process.					
Develop collaborative relationships with channel members.					
Interpret channel strategies.					
Evaluate channel members.					
Establish system for processing dead/excess merchandise.					
Value inventory (LIFO, FIFO).					
Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy, etc.).					



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Employ financial knowledge and skill to make retail decisions.	Make critical decisions regarding acceptance of bank cards. Select strategies for electronic payment. Identify legal considerations for granting credit. Recognize factors affecting the extension of credit. Determine creditworthiness of customers/clients. Collect payments. Close credit accounts. Establish collection procedures. Explain the importance of business credit. Identify risks associated with obtaining business credit. Recognize sources of business financing.
				Manage marketing information to make retail decisions.	Identify information helpful to retailers in planning. Identify data available through online tracking methods. Assess marketing information needs. Assess trading area. Identify factors to consider when selecting a store site. Conduct a location feasibility study. Investigate competitors' environments, activities, and product offerings. Identify trends. Identify considerations in implementing international marketing strategies. Select target market. Assess product categories using spreadsheets. Predict patterns of demand. Forecast sales. Develop marketing plan. Evaluate performance of marketing plan.

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Utilize pricing strategies to maximize return and meet customers' perceptions of value.	Select approach for setting a base price (cost, demand, competition). Determine cost of product (breakeven, ROI, markup). Calculate break-even. Identify strategies for pricing new products (for imitative new products, for innovative new products). Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle). Determine discounts and allowances that can be used to adjust base prices. Use psychological pricing to adjust base prices. Select promotional pricing strategies to adjust base prices. Determine geographic pricing strategies to adjust base prices. Identify segmented pricing strategies that can be used to adjust base prices. Set prices. Adjust prices to maximize profitability. Evaluate pricing decisions.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	Plan product mix. Determine services to provide customers. Recognize the role of customer service in positioning/image. Establish merchandise standards. Develop strategies to position product/business. Determine the feasibility of having a web presence. Explain environmental factors conducive to customer satisfaction. Determine space requirements and allocation. Design store's layout. Create desired atmosphere. Explain the nature of merchandise plans (budgets). Plan stock. Plan reductions. Plan purchases. Determine what to buy. Determine quantities to buy. Determine when to buy. Plan gross margin. Prepare merchandise plan (budget). Select resident buying office. Compare and contrast buying from domestic sources with that of foreign sources. Determine final cost of purchases from domestic and international sources. Plan and make market trips. Negotiate special buying situations with vendors.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.	Prepare request for advertising. Evaluate effectiveness of advertising. Obtain publicity. Analyze costs/benefits of company participation in community activities. Plan special events. Prepare store/department for special event. Investigate the use of visual merchandising in retailing. Identify types of display arrangements. Maintain displays. Dismantle/store displays/display fixtures/forms. Create promotional signs. Select and use display fixtures/forms. Set up point-of-sale displays and handouts. Create displays. Inspect/approve displays. Plan/schedule displays/themes with management. Plan visual merchandising activities. Develop promotional campaign. Use past advertisements to aid in promotional planning. Manage promotional allowances.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.	Acquire product information for use in selling. Analyze product information to identify product features and benefits. Facilitate retail sales. Recognize the use of brand names in selling. Establish relationship with customer. Address needs of individual personalities. Determine customer needs. Identify customer's buying motives for use in selling. Facilitate customer buying decisions. Assess customer needs. Recommend specific product. Demonstrate product. Prescribe solution to customer needs. Convert customer objections into selling points. Close the sale. Demonstrate suggestion selling. Plan follow-up strategies for use in selling. Process cash and credit sales. Accept checks from customers. Prepare cash drawers/banks. Open/close register/terminal. Arrange delivery of purchases. Pack and wrap purchases. Process special orders. Sell gift certificates. Process telephone orders. Process returns/exchanges. Analyze and interpret sales reports.

Additional Recommended
 CTE/Degree Major Courses:
 #4: Marketing
 #5: Principles of Marketing Research
 #8: Consumer Behavior