

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Exploring Careers

Course Code: 040006 CIP Code: 52. 1802

**COURSE INTRODUCTION:**

An instructional program that prepares individuals to apply marketing skills in retail establishments. Principles, practices and procedures are taught as related to the field of retailing.

**UNIT DESCRIPTION:**

Students will explore careers in retailing.

**SUGGESTED UNIT TIMELINE: 4 WEEKS**

**CLASS PERIOD (min.): 50 MINUTES**

**ESSENTIAL QUESTIONS:**

1. What career opportunities and skills are required for a career in retailing?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Describe career opportunities in retailing				RST 11-12.2	Understands tools, techniques and systems that affect a business' ability to plan, control and organize and organization / department.	2
2. Describe ways to prepare for a retail career				RST 11-12.2	Understands tools, strategies and systems needed to access, process, maintain, evaluate	2

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					<b>and disseminate information to assist business decision - making</b>	
3. Create a resume				<b>W11-12.2</b>	<b>Understands concepts tools and strategies used to explore, obtain and develop in a business career</b>	<b>4</b>
4. Perform an interview				<b>SL11-12.1</b>	<b>Understands concepts tools and strategies used to explore, obtain and develop in a business career</b>	<b>4</b>
5. Describe how to foster positive working relationships				<b>W 11-12.4</b>	<b>Understands concepts tools and strategies used to explore, obtain and develop in a business career</b>	<b>4</b>
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><b>Summative assessments with scoring guides are included in the files.</b></p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>					
1 & 2	1. Teacher will give lecture on jobs in the Marketing area. (www.nrffoundation.com)					
3	2. Teacher will give a PowerPoint presentation on resume writing.					
4	3. Teacher will discuss with students the importance of interviews and how to improve their effectiveness.					

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5	4. Teacher will discuss the “8 ways to foster a positive work environment” ( <a href="http://www.workawesome.com">www.workawesome.com</a> )
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1 & 2	1. Students will access on-line information for career development choices and determine which careers fit their interests most (Retail 4.1: Careers in Retailing and Ways to Prepare)
3	2. Students will write out their job history, education, awards and club affiliations and develop a resume with the information. (Retail 4.2: Resume Writing Exercise)
4	3. Student will conduct an interview and be interviewed by a classmate for a job. Students will grade each other on completeness and effectiveness of the answer (Retail 4.3: Interviewing Exercise)
5	4. Students will write a one-page paper about the importance of positive working environment after a classroom discussion on the subject. (Retail 4.4: Positive Work Environment Exercise)
<p><b>UNIT RESOURCES: (include internet addresses for linking),</b></p> <p><b>Glencoe Retailing Text (McCalia, Pricilla. 2005)</b></p> <p><b>Glencoe Marketing Essentials (Farese, Lois, Grady, Kimbrell &amp; Woloszyk, Carl. 2009)</b></p> <p><a href="http://www.workawesome.com">www.workawesome.com</a></p> <p><a href="http://www.nrffoundation.com">www.nrffoundation.com</a></p> <p><b>C&amp;E 13.0000 G42.12 - Manufacturing: Retail/Wholesale Sales &amp; Service</b>, Glencoe/McGraw-Hill, WOODLAND HILLS, CA, GLENCOE/MCGRAW-HILL, 2003. Career Cluster Workbooks are designed to guide students through 16 career pathways as outlined by the US Department of Education. Contained in 10 workbooks, each is a complete research process that allows students to understand all of the opportunities available within each career cluster. This workbook contains a variety of reviews, application exercises, critical thinking processes, technology-related activities, workplace safety features, and legal and ethical topics.</p>	