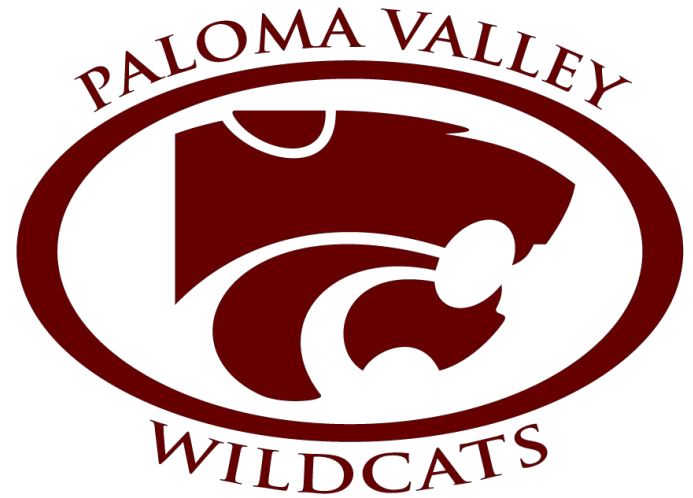


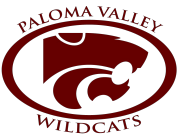


PERRIS UNION
HIGH SCHOOL DISTRICT

MARKETING , SALES, & SERVICE . PATHWAY

Paloma Valley High School
(2019-20)





Career Technical Education (CTE)

Marketing, Sales & Services Pathway.

Marketing

Objectives:

The Marketing, Sales & Services Pathway is designed to align career-path course work with current and projected local employment opportunities.

- *There is a basic business foundation in this sector: marketing and innovation are two major competitive issues for business today.*
- *Marketing includes the processes and techniques of identify, promoting and transferring products or services to consumers and is a function of almost every business.*
- *It exists within an environment of rapid changing technology, interdependent nations and economies, and increasing demands for ethical and social responsibilities.*

Teacher:

All classes are taught by Ms. Gahre who has 15 years experience as a retail clothing store managing experience in the private sector. As a CTE teacher and over eighteen years of teaching experience & operating the student stores.

Ms. Gahre has a AA degree in Liberal Studies & is certified in criminal justice pathway from Chaffey College.

Bachelor's degree in Liberal Studies from Concordia University-Irvine.

A Master's degree in Master of Arts in Education: School Counseling with a Pupil Personnel Services



Pathway Courses

On the A-G scale both courses are G approved

Year 1- Retail Sales & Marketing-

Utilizes various types of approaches to marketing and selling of products in a student store environment. Information and hands-on experience are utilized to advance in a retail position of the retail industry. Students practice various aspects of retail including; inventory control and re-ordering of products, recordkeeping, and reporting; risk management and safety; scheduling and retail management; sales transactions and cash deposits. Student prepares promotional sales; design displays and counter promotions to attract target markets. Students practice selling approaches, such as upselling, suggestive or substitution selling. Students utilize customer service scripts and charts written by students and used to determine customer needs. Students develop knowledge of the importance of customer service before and after the sale.

Year 2-Advanced Retail

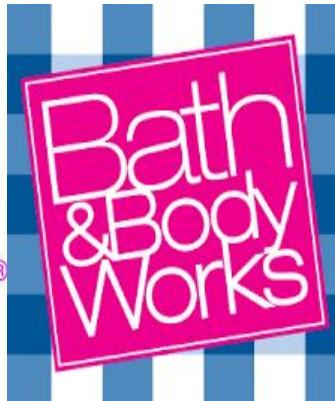
This one-year standards-aligned course explores professional sales concepts more deeply. Students learn to access and use marketing information to enhance sales activities and opportunities and complete a strategic plan that includes establishing individual and company sales goals to guide activities of the sales staff. The instructional program prepares students to perform marketing and management functions and tasks associated with operating a retail business in a variety of on-site, student enterprises, such as a student store. Work-based learning CC/CVE facilitate student skill development in a variety of retail management functions, including pricing strategies, marketing sales, promotional planning, inventory control, balancing registers, customer service techniques, handling complaints and other various management and scheduling operations. This is an advanced class; it is designed to serve as a concentrator or capstone course for any of the pathways in the Marketing, Sales, and Service Sector, or for the Fashion Merchandising pathway, and intended primarily for the junior or senior year of high school.

Pathway Job Potential



Independent Contractors

- Hair Stylists
- Manicurist
- Barbers



FOREVER 21



Fun Pictures/Items

