

**MISSION VALLEY REGIONAL OCCUPATION PROGRAM
SPECIAL EDUCATION MARKETING COURSE OUTLINE**

1. Course Title:

Special Education Marketing

2. CBEDS Title:

Other Marketing Course

3. CBEDS Number:

4198

4. Job Titles/DOT Codes:

Entry Level Employment (High School Graduate):

Cashier	275.357-034
Checker	222.687-010
Shipping/Receiving Clerk	222.387-050
Merchandise Representative	205.367-054
Salesperson General Sales (Sales Associate)	279.357-014
Inventory Control	216.482-022
Stock Clerk	299.367-014
Display Trimmer	298.810-010

Technical Level (Community College/Technical School /Graduate):

Sales Attendant	299.677-010
Sales Promotion Representative	269.357-018
Sales Representative/Apparel	261.357-010

5. Course Description:

Students completing the Special Education Marketing Program will have developed skills for an entry-level position in the merchandising field, or for further training leading to a career in business. Through classroom and community classroom instruction, students will be able to apply competencies of merchandising to actual job situations. In addition, students will examine the essential elements in business to make better-informed consumer purchases.

Students will be trained by local merchants can earn additional credits. A maximum of 36 credits may be earned during the school year. Students attend class daily during the first quarter. Second through fourth quarter, students attend class once per week and train four days per week at a community classroom site under supervision.

6. Hours:

Class	160
CC	160
Total Hours	360

7. Prerequisites:

Recommendation by SELPA Program Specialist and priority to seniors.

8. Date of Revision:

November 11, 2016

Abbreviations:

- CC = **Community Classroom**
(unpaid, on-the-job, training experience at business sites)
- CVE = **Cooperative Vocational Education**
(paid, on-the-job, training experience at business sites)
- Standards= Business and Marketing Industry Standards

9. Course Outline:

Career Preparation Standards		Class	CC/CVE	Standards
Necessary skills for any occupation (MVROP ESLR #1)				
I.	Workplace Basic Skills and Behaviors	14	20	
	A. Apply skills learned in class			
	B. Analyze information and makes decisions			
	C. Communicate verbally and in writing			
	D. Work independently and as a team member in a diverse workplace			
	E. Work reliably, responsibly, and ethically			
II.	Orientation and Work Ethic	6	0	
	A. Apply classroom procedures			
	B. Complete program forms			
	C. Discuss work ethics and habits			
	D. Compile a listing of successful work qualities			
III.	Communications	6	0	
	A. Demonstrate appropriate telephone skills			
	B. Perform good classroom listening skills			
	C. Compare body language messages and results			
IV.	Human Relations	20	20	
	A. Demonstrate proper teamwork based performance			
	B. Discuss good interpersonal relations for employment			
	C. Show appropriate personal skills for success			

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	D.	Discuss anger management Making Career Decisions		
		Complete a self-assessment based upon career choice		
V.			30	40
	A.	Follow job safety and health rules		
	B.	Demonstrating punctuality		
	C.	Prepare a monthly budget		
	D.	Maintain acceptable attendance records/ time cards		
	E.	Identify major credit card standards		
VI.		Exhibiting positive interpersonal skills	15	60
	A.	Cooperate and relate positively with co- workers		
	B.	Knowledge and follow job site standards		
	C.	List common shrinkage causes		
	D.	Describe workplace safety issues		
VII.		Using labor market information	23	0
	A.	Indicate appropriate skills, education, and experience occupations		
	B.	Identify procedures to obtain legal employment documents		
	C.	Practice application of skills by role-play		
VIII.		Technology	18	30
	A.	Select, operate, and maintain a variety of technologies (tools/machines/computers-calculator, time clock, cash register, credit cards machine,, scanner and computer)		
IX.		Advertising and Visual Display	20	0
	A.	Discuss company use of publicity		
	B.	Create a sales promotion plan		
	C.	Explain advertising design techniques		
	D.	Demonstrate a display for visual merchandising		
X.		Merchandise Operations	10	0
	A.	Discuss receiving procedures and documents		
	B.	Explain inventory control procedures		
		Career Path Strategies	Class	CC/CVE
		Strategic planning for a career (MVROP ESLR #3)		Standards
XI.		Employment Skills	12	50
	A.	Locate sources for employment needs		
	B.	Complete a job application		

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- C. Prepare a professional resume
- D. Demonstrate appropriate interviewing techniques
- E. Recognize applicable labor laws
- F. List common employee benefits
- G. Complete regular hiring documents
- H. Explain sexual harassment guidelines
- I. Demonstrate workplace ethics
- J. Demonstrate proper workplace dress
- K. Knowledge of Cyber safety and cyber etiquette

- L. - **Understand Social Media Networks (Twitter, Facebook, LinkedIn, You Tube, , Pinterest, Tumblr, Foursquare, etc.)**
- F. - **Identify Social Networking (Branding, Etiquette, Engaging, Policies, Ethics and Legality)**

Hours 180 180

Total Approved Course Hours 360

10. Additional Items:

a. Articulation:

None

b. Academic Credit:

None

c. Instructional Strategies:

- Lecture
- Group Discussion
- Projects
- Reading Assignments
- Oral Questioning
- Multi-Media
- Power Points
- Hands-on Practice
- Demonstration
- Team Learning
- Role Playing
- Simulations

d. Instructional Materials:

- *Marketing Essential Text and Workbook*
- *61 Cooperative Learning Activities for Business Classes*
- *The ABC's of Financial Literacy (ANG Newspaper and Summit Bank Foundation)*
- *High School Financial Planning Program (NEFE)*
- *Job Finders Guide*

e. Certificate Competency List:

Career Preparation Standards:

- ◀ Demonstrate workplace basic skills and behaviors
- ◀ Demonstrate job employment skills and career goals
- ◀ Perform essential communication methods
- ◀ Show appropriate human relations techniques

Career Technical Skills:

- ◀ Complete cash handling techniques
- ◀ Exhibits positive interpersonal relations
- ◀ Identify expected level of customer service
- ◀ Maintain regular attendance
- ◀ Demonstrates positive attitudes and behavior in the work place
- ◀ Completes tasks effectively
- ◀ Operate a variety of technologies