

Marketing: Retail and Service, Grade 11, Workplace Preparation (BMX3E)

A. The Marketing Mix

1. Identify the four parts of the marketing mix (product, price, place, and promotion) and describe how they influence marketing activities (e.g., selling, advertising, customer service, distribution, promotion);
2. Describe the types of products (e.g., goods, services; durable, non-durable) offered by retail and service businesses;
3. Compare the various channels of distribution (e.g., direct, indirect, integrated, specialty) and the modes of delivering goods to market (e.g., air, land, sea, electronic);
4. Compare ways of promoting a selected product to different market groups, using examples of a variety of retail promotional techniques (e.g., newspaper and magazine ads, flyers, brochures, coupons).

B. Consumers

1. Identify the consumer groups (e.g., baby boomers, women, seniors) that use specific retail and service businesses;
2. Summarize changes in lifestyles and consumer needs and wants over the past few decades and explain their impact on retail and service businesses (e.g., changing gender roles, consumer demand for fast food, use of portable communication and entertainment devices);
3. Select an appropriate marketing research tool (e.g., survey, questionnaire, taste test) and implement it to measure consumer preference for a particular product.

C. Competition

1. Identify types of competition (e.g., direct, indirect, foreign, multinational) and describe their effect on consumer and business behaviour;
2. Explain how retail or service businesses in a specific sector (e.g., fast food chains, beverage industry, department stores, airline industry) compete with one another to attract customers and increase market share (e.g., through price wars, reward programs, customer service);

D. The Buying and Selling Processes

1. Explain the factors (e.g., Maslow's hierarchy of human needs, consumers' needs, supply and demand, access to information, media) that affect the buying cycle (i.e., awareness, search, evaluation, trial, purchase) in the retail and service industries;
2. Apply the AIDA formula to explain the steps in the selling process (e.g., obtaining product and customer knowledge, approaching the customer, presenting the product, closing the sale);

E. Merchandise and Service Presentation

1. Compare different visual display techniques used in several retail and service environments to attract customers (e.g., colour scheme, holiday theme, window display);
2. Identify ways in which retailers use store design and layout to attract and maintain customers;
3. Create a visual display of a layout to effectively present merchandise or a service (e.g., bulletin board, window display, showcase, virtual layout).

F. Personal Selling

1. Identify essential skills and the qualities and attributes valued by an employer in a retail or service business (e.g., Human Resources and Social Development Canada [HRSDC] essential skills; dress, appearance, work ethic, appropriate language);

G. Career Search Strategies and Employment Opportunities

1. Assess their own skills in the context of the skills necessary for employment in the retail and service sectors (e.g., organizational, planning, time-management, information technology skills);