

CURRICULUM STRANDS

Retail Management

1. Finance and Accounting
 - Basic bookkeeping
 - Budgeting
 - Financial Statements
 - Sales and Use Tax Preparation
2. Marketing Activities and Promotions
 - Market research
 - Advertising
 - Pricing
 - Sales promotions
 - Event planning
3. Purchasing and Inventory
 - Ordering pre-fabricated goods
 - Designing and creating custom goods
 - Keeping a perpetual and physical inventory
4. Merchandising and Store Maintenance
 - Store displays
 - Store layout
 - General housekeeping activities
5. Website Design and Information Technology Management
 - Website design and management
 - Data input and analysis