

ACE
APPLIED COMMERCIAL EDUCATION

RETAILING PERSPECTIVES

CROCUS PLAINS REGIONAL SECONDARY SCHOOL



with

Mrs. Kasprick

2025-2026

Contact Information

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Room 220



8:50 a.m. – 9:55 a.m.



This course helps students gain an understanding of retailing from both a theoretical and a practical approach. This course provides insight on the various types of retail establishments and forms of ownership. It emphasizes the retailing operations of both a physical and an online environment. Retailing Perspectives focuses on the financially sustainable strategies retailers use to appeal to consumers.

Technical Skills:

- Microsoft Excel

Transferrable Skills:

- Numeracy
- Organization
- Critical Thinking
- Reading Text
- Writing
- Document Use

Course Evaluation Structure

This class will follow the following grading:

70%	25%	5%
Assignments/ Projects/ Tests	Final Exam/Project	Employability Skills

Academic Achievement

The final mark for term work, within the respective categories, (tests, assignments, labs, and projects) will be cumulative. Grades will be calculated on summative assessment information only. The final calculation will be a fair reflection of a student's achievement of the learning outcomes.

Online Resources

Microsoft Teams
Class Notebook

Assessment Guidelines

There are various purposes for assessment:

- Assessment *for* learning (**formative assessment**): where assessment helps teachers gain insight into what students understand in order to plan and guide instruction, and provide helpful feedback to students.
- Assessment *as* learning (**formative assessment**): is characterized by students reflecting on their own learning and making adjustments so that they achieve deeper understanding.
- Assessment *of* learning (**summative assessment**): where assessment informs students, teachers and parents, as well as the broader educational community, of achievement at a certain point in time in order to celebrate success, plan interventions and support continued progress.

General Learning Outcomes

Students will:

- Demonstrate critical, creative and innovative thinking.
- Employ current and emerging technologies used in business and industry.
- Demonstrate an awareness of a digital footprint.
- Demonstrate business communication skills.
- Demonstrate an understanding of ethical and legal standards.
- Identify the historical influences and emerging trends of innovative sources for business.
- Identify the historical influences as innovative sources for business.
- Analyze emerging trends in business.
- Demonstrate an awareness of sustainability in business.
- Demonstrate an understanding of the impact culture and diversity has on business.
- Describe and demonstrate employability skills.
- Explore education and career opportunities.
- Analyze the role of business in society.
- Demonstrate an understanding of the concepts of retailing.



COURSE UNITS

1. Basics - What is Retailing?

- Define retailing.
- Examine consumer needs and wants
- Discuss how consumer behaviour theories impact retailing decisions
- Identify types of retailers.
- Compare and contrast types of business ownership.
- Compare and contrast types of organizations.
- Analyze external factors that affect a retail business.
- Evaluate a retail location based on elements of site selection.
- Classify goods to determine appropriate retail strategies.
- Apply the retailing principles and concepts to a business.

2. Inventory - What About All the Stuff in the Store?

- Identify and analyze the product life cycle and how this affects retailing strategies.
- Analyze inventory systems
- Identify and evaluate suppliers to make purchasing and buying decisions.
- Construct a merchandise plan.

3. Appearances - Making a Store Look Good

- Explain the importance of store image, layout, design and visual merchandising.
- Evaluate store image elements.
- Evaluate or critique a variety of store layouts.
- Compare and contrast a variety of merchandise display arrangements.
- Construct a retail store plan.
- Apply the retailing principles and concepts to a business.

4. Price – How Much is too Much?

- Calculate and explain pricing.
- Identify factors affecting price.
- Demonstrate an understanding of pricing strategies.
- Determine the price of goods.
- Prepare an income statement, daily sales report and inventory report.
- Evaluate the different payment methods, and their costs to the retailer.
- Apply the retailing principles and concepts to a business.

5. Customers - Can you Make Customers Happy While Making Money?

- Identify the relationship between customer service and loyalty.
- Identify elements of customer service.
- Implement sales techniques.
- Create promotional materials that compliment retail strategies.
- Apply the retailing principles and concepts to a business.

6. Staff - What Do You Do with Them?

- Develop human resource strategies.
- Apply the retailing principles and concepts to a business.