



Colorado BMEF CTE Course – Scope and Sequence

Course Name	School Based Enterprise - Retail		Course Details	Credits = .5 (Semester) OR 1.0 (Yearlong) Level 4	
			Course = 0.50 Carnegie Unit Credit		
Course Description	This course is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of a market. Students will learn hands-on retail procedures including customer service, advertising, sales, merchandising and math.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and competencies are covered.				
SCED Identification # 12998		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
The Retail Customer (People)		Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience	Compare and contrast examples of different types of retailers	Select target market appropriate for product/business to obtain the best return on marketing investment.	**FBLA: Marketing **DECA: Retail Merchandising, Virtual Business Retail, School Based Enterprise Certification **These are appropriate throughout the course**
			Illustrate how changes in customer demographics and values affect the retail mix.	Explain the concept of market and market identification.	
Retail Strategy (Product)		Standard:	Identify methods/techniques to generate a product idea	Generate product ideas	

		Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization			
			Select mix of brands; Plan merchandise assortment	Implement: • Product mix and product lines for SBE • Identify product width and depth • Interpret product life cycles	
Site Locations and Selection (Place)		Standard: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels	Evaluate the retail site using specific location criteria	a. Coordinate channel management with other marketing activities b. Explain the nature of channel-member relationships	
Planning, Buying and Pricing Merchandise and Services		Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value	Classify tasks performed in a retail business	a. Explain the nature and scope of the pricing function b. Explain factors affecting pricing decisions	
			Discuss the stages of the buying process	Determine when to buy/reorder.	
Promoting Merchandise and Services		Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome	Describe the promotional mix	a. Explain the role of promotion as a marketing function b. Explain the types of promotion c. Identify the elements of the promotional mix	
Store Layout and Design			Analyze the purposes for various store layouts.	Implement Visual merchandising practices in your SBE.	

Selling		Standard: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities	Analyze methods used to communicate with the customer.	Demonstrate the selling process.	
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Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.