

Copy of Tab 1

Wade Hampton High School
2025-2026

Teacher:
Tracy Isham

Contact:

tisham@greenville.k12.sc.us
864-355-0373 (leave
message)



Course:
Merchandising I

Unit:
Getting to know you
Standards covered:

[Link to course standards](#)

WHHS

LEADING LIKE GENERALS
Educate. Inspire. Empower.



Week of: December 1, 2025

Day	I am Learning to...	I will show I can do this by ...	To know how well I am doing this I will ...
Monday December 1, 2025 E. MERCHANDISING FUNDAMENTALS C. TECHNOLOGY KNOWLEDGE	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.	Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 645-650 Weekend Checkin MER Book: Unit 7 Lesson 2 Retail Store Diorama Project Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments
Tuesday December 2, 2025 E. MERCHANDISING FUNDAMENTALS F. PROFESSIONAL KNOWLEDGE	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing.	Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 650-655 MER Book: Unit 7 Lesson 3 Retail Store Diorama Project Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments
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Thursday December 4, 2025 E. MERCHANDISING FUNDAMENTALS	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing.	Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 660-664 MER Book: Unit 7 Lesson 5 Retail Store Diorama Project Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments
Friday December 5, 2025 E. MERCHANDISING FUNDAMENTALS	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing.	Activating Strategy Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 640-645 MER Book: Unit 7 Quiz Retail Store Diorama Project 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments

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M. THE MARKETING PLAN		Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	

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A. SAFETY

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B. STUDENT ORGANIZATIONS MERCHANDISING

Course Code: 5430 COURSE DESCRIPTION: The Merchandising course prepares individuals to understand the process of merchandising as it relates to the resale of products and product lines for stores, chains, and other retail enterprises. Concepts included in the course include product planning and development, buying, pricing, branding, inventory management, visual merchandising and display, and the preparation of a marketing plan. Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).

5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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5. Demonstrate work ethic.
6. Demonstrate conflict resolution skills.
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8. Demonstrate respect for diversity.
9. Demonstrate customer service orientation.
10. Demonstrate teamwork. Demonstrate time and resource management skills. Demonstrates information literacy skills. Demonstrates information security skills. Demonstrates information technology skills.
8. Demonstrates knowledge and use of job-specific tools and technologies.
9. Demonstrate job-specific mathematics skills.
10. Demonstrates professionalism in the workplace.
11. Demonstrates reading and writing skills.
12. Demonstrates workplace safety.

E. MERCHANDISING FUNDAMENTALS

Retail merchandisers demonstrate knowledge and practices found in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Define merchandising and related terms.
2. Compare and analyze changes in the retail industry.
3. Differentiate between product and service retailing in the changing marketplace.
4. Compare and contrast the methods of retail practice in the global marketplace.
5. Demonstrate the importance of strategic planning and management in retailing.
6. Analyze the significance of target market research and trend identification at every level of retail.
7. Apply consumer behaving models on the buying process and its impact on the customer purchasing process.
8. Measure the effectiveness of marketing strategies on a consumer base.
9. Utilize technology to identify global sourcing methods.

10. Analyze the legal and ethical behaviors of leadership within the retail business.

F. PROFESSIONAL KNOWLEDGE

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1. Demonstrate global or “big picture” thinking.
2. Demonstrate career and life management skills and goal-making.
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2. Describe the internal and external factors affecting the retail selling price.
3. Explain the psychological effects of pricing on consumer behavior.
4. Explain and calculate break-even points.
5. Evaluate various types of pricing policies and examine factors included in pricing policy selection.
6. Research legal implications on merchandise pricing.
7. Calculate mark-up and mark-down pricing and discount strategies.
 1. Explain the nature and scope of the product/service management function.
 2. Identify the impact of the product life cycles on retail decision making.
 3. Analyze the role supply chain management plays in the retail industry.
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I. MERCHANDISE BUYING

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J. MERCHANDISE BRANDING

Retail merchandisers implement effective branding practices in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Define retail brand, the concept of retail branding and explain their relationship to retail merchandise marketing.

February, 2022 4

2. Explain and give examples of branding strategies (e.g., product, personal, service, corporate, online and co-branding, licensing.)
3. Explain the various functions and levels of product packaging.
4. Research Federal labeling laws and their impact on branding.
5. Compare and contrast warranties and guarantees as they relate to merchandise brands and brand marketing strategies.
6. Describe legal and ethical issues affecting merchandise brands/branding.

K. INVENTORY MANAGEMENT

Retail merchandisers implement effective inventory management systems in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Analyze the theory of supply and demand as it relates to inventory management.
2. Explain how inventory management affects profitability and efficiency.
3. Compare and contrast loss prevention with asset protection and their relationship to inventory management.
4. Research and define various retail threats and their associated counteractive measures.
5. Assess and forecast the impact of technological advancements on inventory control and distribution strategies.

L. VISUAL MERCHANDISING AND DISPLAY

Retail merchandisers implement effective visual merchandising and display practices in the retail industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Define key terms found in visual merchandising.
2. Analyze the significance of visual merchandising.
3. Explain the relationship of merchandising and visual merchandising.
4. Explain how the types of visual displays reinforce store brand image.
5. Explain display techniques as a function of consumer engagement.
6. Utilize color theory to inform color-based visual schemes.
7. Analyze the impact of signage on visual display and as a wayfinding tool.
8. Analyze and evaluate displays and their impact on customer interaction.
9. Analyze the impact of Artificial Intelligence (AI) on store design and product layout.
10. Compare and contrast trends in digital versus physical retail visual merchandising.
11. Examine store environmental influences on the purchasing process.
12. Construct display backgrounds that are integrated with visual display themes.
13. Design a store layout to encourage customer engagement.

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M. THE MARKETING PLAN

Retail merchandisers develop an effective marketing plan. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Describe the 4 Ps of marketing (product, price, place, promotion).
2. Identify and use appropriate marketing research tools to justify the marketing plan.
3. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing.
4. Identify the target market.
5. Select and justify the type of business as it relates to the marketing plan.
6. Conduct a SWOT and PEST analysis to plan for opportunities in the market.
7. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.

N. PROFESSIONAL DEVELOPMENT

Retail merchandisers demonstrate appropriate professional development skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Analyze career paths found in the retail industry to include skills, education, salary, working conditions.
 2. Create an effective resume, using elements that are generally accepted in today's workforce (contact information,
 3. Generate a position-specific cover letter, using proper business grammar and structure.
 4. Demonstrate effective interviewing skills and protocols.
 5. Complete on-line and paper applications, using professional processes.
- Additional Materials and Resources Academic Standards and Indicators February, 2022

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2025-2026

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Course:
Merchandising I

Unit:
Getting to know you
Standards covered:

[Link to course standards](#)

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Thursday October 2, 2025 E. MERCHANDISING FUNDAMENTALS M. THE MARKETING PLAN	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing.	Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 310-320 MER Book Unit 3 Lesson 5 EverFi- Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments
Friday October 3, 2025 E. MERCHANDISING FUNDAMENTALS M. THE MARKETING PLAN	Define merchandising and related terms. Demonstrate the importance of strategic planning and management in retailing.	Activating Strategy <ul style="list-style-type: none"> Let's Chat Student Learning Activities <ul style="list-style-type: none"> Typing Club 320-330 Re-Do Unit 2 Quiz Everfi Lessons Review Summarizing Strategy <ul style="list-style-type: none"> Quick check -Exit Ticket 	<ul style="list-style-type: none"> Achieving 75% or higher on assignments

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7. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.

N. PROFESSIONAL DEVELOPMENT

Retail merchandisers demonstrate appropriate professional development skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.

1. Analyze career paths found in the retail industry to include skills, education, salary, working conditions.
 2. Create an effective resume, using elements that are generally accepted in today's workforce (contact information,
 3. Generate a position-specific cover letter, using proper business grammar and structure.
 4. Demonstrate effective interviewing skills and protocols. 5. Complete on-line and paper applications, using professional processes.
- Additional Materials and Resources Academic Standards and Indicators February, 2022