

# HS Introduction to Retail & Merchandising<sup>§</sup>

## Foundational Retail Knowledge (15 test items)

1. Explain the evolution of retailing (PD:148) (CS)
2. Describe the role of merchandisers in retailing (PD:128) (CS)
3. Distinguish between retailing and marketing (MK:003) (CS)
4. Explain the importance of merchandising to retailers (MK:020) (CS)

## Customer Service and Sales (25 test items)

1. Establish relationship with customer/client (SE:110) (CS)
2. Determine customer/client needs (SE:111) (CS)
3. Recommend specific products (SE:114, LAP-SE-114) (CS)
4. Prepare cash drawers/banks (OP:194) (CS)
5. Open/Close register/terminal (OP:195) (CS)
6. Operate register/terminal (SE:153) (CS)
7. Process sales transactions (e.g., cash, credit, check) (SE:329) (CS)
8. Process returns/exchanges (SE:162) (CS)

## Stock-Handling Procedures (20 test items)

1. Explain the receiving process (OP:384) (CS)
2. Explain stock-handling techniques used in receiving deliveries (OP:385) (CS)
3. Process incoming merchandise (OP:386) (CS)
4. Price mark merchandise (OP:390) (CS)
5. Route stock to sales floor (OP:394) (CS)
6. Rotate stock (OP:395) (CS)
7. Explain policies/procedures for handling shoplifters (OP:122) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

### **Inventory Storage and Control (20 test items)**

1. Explain storing considerations (OP:400) (CS)
2. Explain the nature of warehousing (OP:401) (CS)
3. Store inventory (OP:402) (CS)
4. Maintain inventory levels (OP:407) (CS)
5. Report out-of-stocks (OP:408) (CS)
6. Complete inventory counts (OP:409) (CS)
7. Describe inventory control systems (OP:413) (CS)

### **Career Opportunities (5 test items)**

1. Identify career opportunities in retailing (PD:038) (CS)
2. Explain career opportunities in merchandising (PD:134) (CS)

### **Visual Merchandising (5 test items)**

1. Explain the use of visual merchandising in retailing (PR:023) (CS)
2. Distinguish between visual merchandising and display (PR:302) (CS)

### **Display Techniques (10 test items)**

1. Explain types of display arrangements (PR:026) (CS)
2. Maintain displays (PR:052) (CS)
3. Dismantle/Store displays/display fixtures/forms (PR:054) (CS)

## References

MBA Research and Curriculum Center. *National Business Administration Standards*.

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Brightpearl. *What is retail merchandising: A complete guide*. <https://www.brightpearl.com/blog/what-is-retail-merchandising-a-complete-guide>

CGS. *Comprehensive guide to retail merchandising*. <https://www.cgsinc.com/blog/comprehensive-guide-retail-merchandising>

Indeed. *What is merchandise retailing? (With best practices and tips)*. <https://www.indeed.com/career-advice/career-development/merchandise-retailing>

## LAP List

Objective #	LAP #*	LAP Title
SE:114	LAP-SE-114	Get Specific (Recommending Specific Products)

\* LAP #s subject to change