***Hanson School District 30-1***♦ *NCA Accredited Since 1941* ♦

**COURSE PLAN OF STUDY AND CURRICULUM GUIDE**

**HANSON SCHOOL DISTRICT**

**Alexandria, SD 57311**

[**http://hanson.k12.sd.us**](http://hanson.k12.sd.us)

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| **COURSE TITLE:** CTE Consumer Services & Product Development |  |
| **COURSE NUMBER:** 19301  **GRADE LEVEL:** 9-12 |  |
| **TOTAL CREDITS:** 1.0  **PRE-REQUISITES:** none |  |
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| **TEACHER:** Mrs. Endorf |  |
| **EMAIL:** ​kelli.endorf@k12.sd.us |  |

**COURSE DESCRIPTION:**Consumer Services & Product Development allows student to analyze business and consumer trends. Students will learn about what is all involved with being a consumer and understanding economic principles. The course will focus on consumer powers and protection, consumer management skills, the economic system, advertising & marketing strategies, smart shopping and spending decisions.

**Instructional Philosophy & Delivery Plan:**  
Students will be expected to meet the course goals and content standards listed below and be able to demonstrate their understanding of the basic skills for each topic. Coursework will be posted online and students will work individually to complete the assigned coursework to demonstrate concept knowledge and important skills learned throughout the course.

Course Goals & Content Standards:

* *Indicator 1- Investigate consumer service career paths*
  + ICS 1.1- Summarize the roles, functions, and educational requirements of consumer service professions as a possible opportunity for a career.
* Indicator 2- Analyze consumer behavior to assist in decision making skills
  + ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.
  + ICS 2.2- Differentiate the relationship between age cohorts, subcultures, societal trends, and consumer spending.
* Indicator 3-Examine factors that impact the consumer market
  + ICS 3.1- Examine fraud in the marketplace and consumer laws to protect consumers.
  + ICS 3.2- Generalize the impact of advertising on consumer decisions.
  + ICS 3.3- Compare public relations and marketing strategies to determine optimal sales.
  + ICS 3.4- Develop skills needed for product development, testing, and presentation of a consumer product.

Course Projects:

* Advertising Collage
* Opportunity Cost Poster
* Government Program Brochure
* Environmental Issue Campaign
* Inflation Chart
* Pizza Project

**RESOURCES:**Internet, Consumer Education & Economics Textbooks & Resources

**Assessment Plan:**

Students will complete all course requirements at a minimum of a 70% level to pass the course. Student assessment will be based upon individual work, project rubrics, on task behavior, and attendance.

**HANSON SCHOOL DISTRICT VISION STATEMENT:**    
Hanson School District will provide a safe, supportive learning environment with opportunities for each student to develop the skills and knowledge to recognize and achieve their fullest potential and make their best contribution to society in an ever changing world.

  

**PLAN OF STUDY**

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| **Timeframe**  **(Quarter Taught)** | **Unit** | **Resources** | **South Dakota State Content Standards** |
| Quarter 1 | Consumer Powers & Protections- Rights, Responsibilities & Powers of Consumers, Consumer Laws & Protection, Resolving Consumer Problems, Fraud & Protecting Your Identity | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 3.1- Examine fraud in the marketplace and consumer laws to protect consumers. |
| Quarter 1 | Consumer Management Skills- Goals & Priorities, Managing Limited Resources, Consumer Decisions, Evaluating Consumer Information   * Opportunity Cost Poster | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.  ICS 2.2- Differentiate the relationship between age cohorts, subcultures, societal trends, and consumer spending. |
| Quarter 2 | Consumer Choices- Ethics, Citizenship, Environmental Awareness   * Environmental Issue Campaign | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations. |
| Quarter 2 | The Economic System- Economies, Producers/Consumers, Government Role, Taxation   * Government Assistance/Programs Brochure | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources, the Lemonade Game | ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.  ICS 3.3- Compare public relations and marketing strategies to determine optimal sales. |
| Quarter 2 | The Health of the Economy- Business Cycle, Growth/Performance, Debt, Stabilizing the Economy | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations.  ICS 3.3- Compare public relations and marketing strategies to determine optimal sales. |
| Quarter 3 | Global Economics- Trade & Restrictions | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 3.3- Compare public relations and marketing strategies to determine optimal sales. |
| Quarter 3 | Marketplace Persuasion- Advertising, Sales Tactics, Evaluating Advertisements   * Advertising Collage * Pizza Project | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 3.2- Generalize the impact of advertising on consumer decisions.  ICS 3.4- Develop skills needed for product development, testing, and presentation of a consumer product |
| Quarter 4 | Smart Shopping- Options, Warranties, Best Buys, Products/Services | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources | ICS 2.1- Demonstrate the process to obtain, analyze, and explain comparative information about a specific product to make informed purchase recommendations. |
| Quarter 4 | Careers in Consumer Services | Internet, Microsoft Office, Consumer Education & Economics Textbook & Resources, SDMyLife.com, Occupational Outlook Handbook, Edgenuity, Career Cluster Videos | ICS 1.1- Summarize the roles, functions, and educational requirements of consumer service professions as a possible opportunity for a career. |
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\*The teacher reserves the right to change the course calendar at any time to ensure that all standards are covered.