

Prince of Wales Secondary Extended Practicum
LESSON PLAN 9 – Mon Mar 2, 2015

Teacher's Name: David Wang

Grade Level: 11/12

Subject: Marketing 11

Lesson Topic: Types of retail operations & retailing marketing decisions (cont'd), customer service, and getting the class ready for retail store field trip

Rationale	<ul style="list-style-type: none"> Students have been introduced to the concepts of retailing, channels of distribution, the role of technology in retail marketing, types of retail operations & their marketing decisions, and new trends in retailing This lesson reviews the content we have covered to date, and prepares students for the upcoming field trip on Wed 	
PLOs	After completing the lesson, students will be able to: <ul style="list-style-type: none"> Identify how retailers in different locations inform target markets of their products, services and ideas Evaluate factors that contribute to effective retail practices: location, product mix, promotion, and pricing Describe and evaluate customer service practices 	
Objectives (SWBAT)	Specifically, students will be able to: <ul style="list-style-type: none"> Identify different types of retailer operations Identify and discuss their marketing strategies and decisions Relate recent retailer success or failure stories in terms of their types of operations and marketing strategies (Walmart, Target in Canada, etc.) Identify examples of customer service practices and evaluate the effectiveness of these practices 	
Vocabulary	<ul style="list-style-type: none"> N/A 	
Materials	<ul style="list-style-type: none"> Overhead, projector, PowerPoint slides, handouts, etc. 	
Intro/Hook	<ul style="list-style-type: none"> Field trip reminder <ul style="list-style-type: none"> Collect consent forms Today's agenda 	5 minutes
Body	1. Teacher activity 1 <ol style="list-style-type: none"> Briefly review what we learned last class: <ul style="list-style-type: none"> Marketing strategy and decisions different retailers pursue and make Customer service as a way to attract and keep customers (hand out the review worksheet with guiding questions for a small group discussion of the video <i>Canada's Worst Customer Service</i>) 	5 minutes
	2) Play the rest of the video	20 minutes

	<p>2. Student activity 1</p> <ol style="list-style-type: none"> 1) In groups of 4 to 5, students discuss the video and their take 2) Report to the rest of class on their learning, thoughts and questions (teacher facilitates) <p>3. Teacher activity 2</p> <ol style="list-style-type: none"> 1) Go over the field trip plan and the follow up report <ul style="list-style-type: none"> ▪ Attendance <ol style="list-style-type: none"> a) Everyone expected to come (absence unless there is a legitimate reason as with any class) b) For David's own record <ol style="list-style-type: none"> a. Oakridge: take attendance three times b. Costco: take attendance twice ▪ Work in groups of 2 to 3 (see signup sheet) ▪ Worksheet to be completed during trip (for marks; zero for no show unless legitimate reason) ▪ Bring pen/pencil on the trip to fill out the worksheet ▪ Field trip report (group and individual work, due Mar 6 for marks; see separate description of the report and evaluation rubric) <p>4. Student activity 2</p> <ol style="list-style-type: none"> 1) Have students brainstorm ideas to include in the survey sheet (see attached a draft survey sheet as a starter) <ul style="list-style-type: none"> ▪ Tie student learning so far to the things to observe, questions to ask, and ideas to think about during the field trip <ol style="list-style-type: none"> a) The role of retailing in marketing b) Channels of distribution c) Types of retailing operation d) Marketing strategy and decisions retailers make e) Technology and other trends in retailing f) Customer service in retailing and its relation to marketing ▪ Prepare for upcoming survey of <ol style="list-style-type: none"> a) Store design/layout b) Retail selling 2) Halfway through student discussion, hand out draft worksheet for students to incorporate their ideas <p>5. Teacher activity 3</p> <ol style="list-style-type: none"> 1) Collect students' feedback and briefly go over it with class as a way to wrap up the lesson 	<p>15 minutes</p> <p>5 minutes</p> <p>15 minutes</p> <p>5 minutes</p>
Closure	<ul style="list-style-type: none"> • Teacher recap field trip plan, expectations, logistics, and work to be done during the trip; wish students fun • 	5 minutes.

Differentiation	<ul style="list-style-type: none"> • N/A
Assessment	<ul style="list-style-type: none"> • Student participation in group discussions and development of worksheet items • Questioning students during group work
Homework	N/A
Teacher Reflection	Teacher reflection on the lesson – to be done after the lesson