

Introduction to Consumer Services		Scope and Sequence
Unit	Lesson	Objectives
INTRODUCTION TO CONSUMER SERVICES		
	What are Consumer Services?	<p>Distinguish Consumer Services from other sectors of industry.</p> <p>Define Consumer Services within the realm of Human Services professions.</p> <p>Identify education levels required for entry into various Consumer Services careers.</p> <p>Explain how entrepreneurial talent meshes with a Consumer Services career.</p>
	Customer Service And Consumer Advocacy	<p>Explain the difference between job skills and abilities.</p> <p>Differentiate between "soft skills" and "hard skills" and give examples of both.</p> <p>Understand basic competencies for Consumer Services career paths.</p> <p>Explain how knowing how to follow and how to lead are interconnected.</p>
	Project: Personal Skills Evaluation	
	Presenting the Professional Identity	<p>Construct an employment portfolio in two forms, a hard copy and an online version.</p> <p>Analyze your portfolio for skill sets that may be applicable to different consumer services career paths.</p> <p>Identify sources for career support related to the consumer services industry.</p> <p>Describe the most important inclusions in a professional résumé.</p>
	Project: Building a Portfolio	
	Organizational Structure	

Introduction to Consumer Services

Scope and Sequence

Unit Lesson

Objectives

Summarize the components of an organizational structure and order them.

Demonstrate strategies for meeting organizational goals and objectives.

Identify traits of an effective leader within the framework of an organization.

Safety Within the Organization

Identify common safety concerns in an organization and describe ways to promote safety in the workplace.

Outline steps for assessing the work environment for health and safety risks.

Discuss the elements of a workplace safety plan.

Discuss the elements of an emergency management plan.

Project: Drafting a Safety Policy

External Influences on Consumer Services

Examine local, state, national, and global economies and their impact on the consumer service industry.

Explain sustainability as it relates to consumer services users.

Explain terms related to green initiatives.

Analyze the current trends in Consumer Services.

Identify and understand the importance of professional organizations and certifications associated with consumer services positions.

Project: Interview-based Article on Sustainability

Unit 1 Test

CUSTOMER SERVICE AND CONSUMER ADVOCACY

What is Customer Service?

Introduction to Consumer Services

Scope and Sequence

Unit Lesson

Objectives

Define customer service and give examples of customer service positions.

Compare and contrast various customer service careers on the basis of employment opportunities and outlook, education requirements, salary levels, specific skills, certification requirements, and entrepreneurial opportunities.

Conflict Resolution Strategies

Develop and evaluate skills in conflict resolution.

Develop and explain the use of persuasion and negotiation skills to enhance customer satisfaction.

Recognize the importance of having the ability to work with a diverse clientele.

Explain the three most productive conflict resolution strategies.

Project: Constructing a Customer Service Encounter Log

Working With Databases

Understand the technology and associated skills required for a customer service career working with databases.

Explain how a simple database for recording customer interactions works.

Project: Constructing a Database

What is Consumer Advocacy?

Define consumer advocacy and give examples of consumer advocacy positions.

Compare and contrast various consumer advocacy careers on the basis of employment opportunities and outlook, education requirements, salary levels, and specific skills.

Consumer Advocacy at Various Levels

Understand the role and importance of consumer advocacy groups at national, state, and local levels.

Write a letter of complaint, or report an unsafe product.

Introduction to Consumer Services

Scope and Sequence

Unit	Lesson	Objectives
	Project: Consumer Protection	
	The Role of Policymakers	
		Recognize the importance of the contributions of policymakers to consumers and consumer groups.
		Understand the lobbying process.
	Project: A Plan for Advocacy	
	Unit 2 Test	
COUNSELING, ADVISEMENT, EDUCATION		
	Financial Counseling	
		Describe different careers in financial counseling that fall into the educational function of consumer services.
		Define the role of a "financial counselor".
		Evaluate education, advisement, and counseling careers on the basis of employment opportunities, and outlook, education requirements, salary levels, and specific skills.
		Describe the financial education and resources provided at U.S. government websites.
	Developing a Financial Plan	
		Assess an individual's or family's financial situation.
		Develop a personal financial plan with recommendations for budgeting and saving.
		Explain the six steps of the financial planning process.
	Project: Building a Financial Plan	
	Spending Patterns and Budgeting	
		Create tables, charts and graphs to clearly illustrate spending patterns to a client.
		Create a budget worksheet and prepare an actual budget for a client.

Introduction to Consumer Services

Scope and Sequence

Unit Lesson

Objectives

Show a client how to balance a check book.

Project: Building a Budget

Credit Counseling and Risk Management

Define the roles of credit counselors and risk management specialists.

Evaluate credit and risk management counseling careers on the basis of employment opportunities and outlook, education requirements, salary levels, and specific skills.

Identify hard and soft skills necessary for a financial counselor career.

Applying for Credit and Credit Scoring

Review and explain the various sections of a credit card application.

Explain the necessity of a credit application.

Explain the importance of credit ratings.

Project: Evaluating Credit Offers

Risk Management in Financial Planning

Recognize the importance of risk management and its impact on long-term financial planning.

Understand the terminology associated with risk management.

Explain the different kinds of insurance available.

Discuss some of important aspects of estate planning.

Project: Building an Estate Plan

Unit 3 Test

CREATIVITY

Introduction to Consumer Services

Scope and Sequence

Unit	Lesson	Objectives
	Creative Consumer Services – Design	<p>Identify consumer service careers that are creativity-based.</p> <p>Describe different careers that are design-oriented.</p> <p>Evaluate design careers in general, and fashion design in particular, on the basis of employment opportunities and outlook, education requirements, salary levels, and specific skills required.</p>
	Fashion and Costume Design	<p>Identify sources of inspiration for fashion design trends.</p> <p>Discuss the role of past fashion trends and how they influence new designs.</p> <p>Describe different fashion target markets.</p> <p>List the steps in the fashion design process.</p> <p>Recognize the importance of staying current with trends and consumer preferences.</p> <p>Examine the five countries most influential in fashion today.</p>
	Project: Design Influences	
	Trademarks, Patents, and Copyrights	<p>Identify and discuss the differences among trademarks, copyrights, and patents.</p> <p>Demonstrate the importance of intellectual property rights laws for those consumer service professionals working in creative positions.</p>
	Project: Protecting Your Original Work	
	Writing and Editing	<p>Define the role of writers and editors in consumer services careers.</p> <p>Evaluate writing and related communications-based careers on the basis of employment opportunities and outlook, education requirements, salary levels, and required skills.</p>

Introduction to Consumer Services

Scope and Sequence

Unit Lesson

Objectives

Translation and Interpretation

Describe the role of a translator in consumer services.

Describe the role of an interpreter in consumer services.

Evaluate translation and interpretation careers on the basis of employment opportunities and outlook, education requirements, salary levels, and required skills.

Project: Hiring a Language Services Professional

Reading Strategies

Explain different reading strategies.

Apply the appropriate reading strategy to text or copy for the purpose of editing or proofreading.

Describe why and how reading online differs from reading hard copy.

Project: Reading to Write

Unit 4 Test

MANAGEMENT, SALES, PUBLIC RELATIONS

Management Careers

Define the role of a manager.

Evaluate consumer service management careers on the basis of employment opportunities and outlook, education requirements, salary levels, and required skills.

Strategic Analysis

Explain the importance of strategic analysis in organizations.

Demonstrate a SWOT analysis.

Discuss a PEST analysis and its relationship to a SWOT analysis.

Project: Conducting a SWOT analysis

Introduction to Consumer Services		Scope and Sequence
Unit	Lesson	Objectives
	Working With Employees	<p>Demonstrate types of employee training.</p> <p>Explain the relationship between employee development, motivating employees, and a positive work environment.</p> <p>Describe the employee evaluation process.</p>
	Project: Developing a Training Presentation	
	Sales, Marketing, and Public Relations	<p>Evaluate sales and public relations careers on the basis of employment opportunities and outlook, salary levels, education requirements, and required skills.</p> <p>Describe the roles of salesperson and public relations director.</p> <p>Explain the relationship between sales, marketing, and public relations in the context of consumer services.</p>
	The Importance of Public Image	<p>Define public image and understand its importance to an organization.</p> <p>Illustrate examples of brand image.</p> <p>Describe methods employed by public relations professionals to manage brand and public image.</p> <p>Identify media outlets and communications venues used by PR professionals to distribute client messaging.</p>
	Project: Writing a Media Release	
	Marketing and Selling a Product	<p>Explain the importance of market research and defining a target market.</p> <p>Compare and contrast primary and secondary research and explain the necessity for both in marketing research.</p> <p>Describe the elements of a marketing plan.</p>

Unit Lesson

Objectives

Illustrate the importance of product knowledge in the sales process.

Examine and define the components in sales and marketing spreadsheets or databases and explain performance tracking methods.

Project: Writing a Marketing Plan

Unit 5 Test

COURSE REVIEW AND EXAM

Review

Exam