

Introduction to Consumer Services

Course Overview and Syllabus

Grade level: 9–12

Prerequisite Courses: None

Credits: 0.5

Course Description

In this semester-long course, students analyze various career paths in terms of employment opportunities and educational requirements, such as hard and soft skills, certifications, and licensures for different pathways. Developing research, analytical, and presentations skills are key components. This course is designed as an overview to prepare students for a consumer services-related career and to introduce them to specialty areas. Emphasis is placed on the human services aspect (vs. corporate concerns) of consumer services. Social issues and advocacy, as well as ethics and legalities, are a recurring theme. Students gain knowledge of current issues affecting various consumer services professions, and the impact of local, state, national and global issues on consumer services.

Course Objectives

Throughout the course, you will meet the following goals:

- Learn about various career paths in the consumer services professions, as well as the required education and skill sets
- Investigate perspectives on consumer advocacy, influences on consumer services, and career management
- Examine customer service, conflict resolution, and working with databases
- Discuss the roles of policymakers as they pertain to consumer advocacy
- Discover the role of the financial counselor, and the importance of developing a financial plan and budgeting
- Understand credit scoring, credit counseling, and how to apply for credit
- Explore aspects of management, sales and public relations, from working with employees to analyzing customer bases
- Learn how to manage a company's public image while also improving sales

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** Introduction to Consumer Services
- Unit 2:** Customer Service and Consumer Advocacy
- Unit 3:** Counseling, Advisement, Education
- Unit 4:** Creativity
- Unit 5:** Management, Sales, Public Relations