

# Retailing & E-Tailing: Shopping in Today's Marketplace

**Media Type:** Video

**Duration:** 34 minutes

**Goal:** To analyze similarities and differences between retailing and e-tailing, discuss important aspects of each business type and examine trends in the marketplace.

**Description:** Today's marketplace is complex and offers many shopping options. This presentation will guide students in understanding two of the most common types of commerce, retailing and e-tailing. The aspects of each commerce type which should be considered by consumers and businesses are discussed and trends in the marketplace are reviewed.

## Objectives:

1. To define retailing and e-tailing.
2. To analyze the similarities and differences between retailing and e-tailing.
3. To discuss important aspects of retailing and e-tailing.
4. To examine trends in retailing and e-tailing.


## Horizontal Alignment


Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	informative writing; vocabulary enhancement
	<i>Analysis of Text, Literature and Information</i>	drawing inferences and generalizations; correlating information with personal experiences; critical thinking; interpersonal skills
Social Studies	<i>Impact of History and Government</i>	describe cause/effect relationships
Science	<i>Scientific Thinking and Investigating</i>	analytical skills; evaluating conclusions; real-world applications; field investigations; organizational skills; compare/contrast findings


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## Lesson Plan


 **Class 1:** Begin class by asking students what they know about retailing and e-tailing. Allow students to discuss ideas. Hand out the *Retailing & E-Tailing: Shopping in Today's Marketplace Worksheet* and *Vocabulary Handout*. Students should use these as reference materials during the presentation. Show *Retailing & E-tailing: Shopping in Today's Marketplace - Modern Shopping*. Follow the segment with its *Assessment*. Then have students complete the *Which One? Activity*. If student licenses have been purchased, an interactive version of this Activity is available in the "Interactive Activities" section. Before the end of class, introduce the *Planning to Enter the Marketplace Project*.

 **Class 2:** Remind students to continue using the *Worksheet* and *Vocabulary Handout*. Show *Retailing & E-Tailing: Shopping in Today's Marketplace - Retailing Basics*. Follow the segment with its *Assessment*. Have students complete the *Types of Retailers Activity*. Assign the *Retail Layouts Activity* for homework.

 **Class 3:** Remind students to continue using the *Worksheet* and *Vocabulary Handout*. Show *Retailing & E-Tailing: Shopping in Today's Marketplace - E-Tailing Basics*. Follow the segment with its *Assessment*. Introduce the *Website Design Project* and allow students to begin working.

 **Class 4:** Remind students to continue using the *Worksheet* and *Vocabulary Handout*. Show *Retailing & E-Tailing: Shopping in Today's Marketplace - Customer Profiles & Habits*. Follow the segment with its *Assessment*. Have students complete the *Interview Shopping Activity*. Introduce the *Interview Project* and allow students to begin brainstorming.

**Class 5:** Allow the entire class period for students to work on the *Projects*.

 **Class 6:** Have a class discussion to review the material covered in previous classes. Administer the *Retailing & E-Tailing: Shopping in Today's Marketplace Final Assessment*. Ask students about their progress on the *Projects* and allow them any remaining class time to finish them.

**Class 7:** Have students give their presentations for the *Interview Project*. Allow time for class discussion between presentations.

## Lesson Links

### Free Management Library: Basic Guide to E-Commerce

- <http://managementhelp.org/computers/e-commerce.htm>

### National Retail Federation

- <http://www.nrf.com>

## Career & Technical Student Organizations

### Business Professionals of America

- Fundamentals of Web Design
- Web Site Design Team
- Small Business Management Team

### DECA

- Retail Merchandising Series
- Internet Marketing Plan
- Professional Selling

### Future Business Leaders of America

- Business Plan
- Client Service
- Cyber Security
- Digital Design & Promotion
- E-business
- Introduction to Business
- Management Decision Making

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## Lab Activities

### Which One?

#### Directions:

Students will consider each of the businesses listed on the *Which One? Activity* and identify whether it is a traditional retailer, e-tailer or multi-channel retailer. If student licenses have been purchased, an interactive version of this Activity is available in the "Interactive Activities" section.

### Types of Retailers

#### Directions:

Students will define each type of retailer listed on the *Types of Retailers Activity* and will give at least three real-life examples of such a store.

### Retail Layouts

#### Directions:

Students will draw a representation of each type of retail layout. Then they should consider stores in the area and give at least two examples of stores with the type of layout. For extra credit, students may identify, describe and draw additional layout types. They should also give examples of stores with the additional layouts.

### Internet Shopping

#### Directions:

Students will identify goods and services which can be purchased online and examine the advantages and disadvantages of buying these goods or services online.

## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50543, Jamie Morgan, Vice President of Sales & Marketing, Justin Brands, Inc.
- iCEV50765, Clyde Gephart, Manager, Iron Age Shoe Store
- iCEV51131, John Cardinal, General Manager, Cardinal's Sports Center

## Projects

### Planning to Enter the Marketplace

#### Directions:

Students will imagine they are a business owner who is planning to enter the marketplace. They will have to decide whether they want to be a traditional retailer, an e-tailer or a multi-channel retailer. Students will write a two-page report describing what type of business they choose to be and why. Variables for students to consider include product mix, target market and cost of operation. Details concerning each variable should be discussed in the report.

### Website Design

#### Directions:

Considering what they learned from the *E-tailing Basics* segment, students will design their own e-tailing website. Students should write a two-page report detailing the basic aspects of the site. They should also create a visual representation of at least three web pages to be found within the site, one of which must be the homepage. Students may draw the web pages, use design software to make them or actually create web pages online.

### Interview

#### Directions:

After viewing the presentation, students may still have questions about specific aspects of retailing and/or e-tailing. Students will develop a list of at least 10 questions for a retailer, e-tailer or multi-channel retailer. Students should schedule an interview with a business manager, retail salesperson or e-tailing website designer to ask their questions. They will then write a one-page report explaining what they learned and will give a casual two-minute presentation to the class to discuss some of what they discovered.