



# monarch

Curriculum Catalog

Career and Technical Education Series

Introduction to Consumer Services

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## Introduction to Consumer Services

In this introductory Consumer Services course, students will analyze various career paths in terms of employment opportunities. Educational requirements, including applicable hard and soft skills, certifications, and licensures for different pathways, will be discussed. Developing research, analytical, and presentations skills will be 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, as well as Biblical principles and standards. Social issues and advocacy, as well as ethics and legalities, are a recurring theme. Students will gain knowledge of current issues affecting various consumer services professions and of the impact of local, state, national, and global issues on consumer services.

### Objectives

- Analyze careers in the consumer services industry in terms of employment opportunities, salary levels, education requirements, necessary skills, certification requirements, entrepreneurial opportunities, and employment outlook.
- Understand the importance of exhibiting ethical behavior and encourage coworkers to comply with ethical and legal responsibilities in the workplace.
- Identify common safety concerns in an organization and describe ways to promote safety in the workplace.
- Demonstrate active listening techniques to interpret information and ensure the clarity of the information.
- Understand the role and importance of consumer advocacy groups at national, state, and local levels.
- Define the roles of credit counselors and risk management specialists.
- Describe and evaluate design careers, writing careers, and related communications-based careers in translation and interpretation.
- Define the role of writers and editors in consumer services.
- Demonstrate an ability to clearly articulate the organization's policies, rules, and procedures.
- Describe the role of a public relations director and evaluate public relations careers within consumer services.
- Evaluate sales and related marketing careers in consumer services.

Students should be computer literate at an intermediate level and have Internet access. Students should have basic research skills, as well as the ability to conduct online searches and access recommended Web sites. Basic math skills at the Algebra I level (arithmetic, ratios, graphing) are required. Intermediate-level proficiency with word processing, spreadsheet, and presentation software is highly encouraged, as is access to these programs for use in producing projects.

Unit 1: Introduction to Consumer Services	
Assignments	
1. Course Overview	10. Project: Drafting a Safety Policy
2. What Are Consumer Services?	11. External Influences on Consumer Services
3. Customer Service and Consumer Advocacy	12. Project: Interview-based Article on Sustainability
4. Project: Personal Skills Evaluation	13. Quiz 2: Organizational Structure
5. Presenting the Professional Identity	14. Special Project*
6. Project: Building a Portfolio	15. Test
7. Quiz 1: Introduction and Basic Competencies	16. Course Project Part 1: Building an Org Chart*
8. Organizational Structure	17. Glossary and Credits
9. Safety Within the Organization	

Unit 2: Customer Service and Consumer Advocacy	
Introduction to Consumer Services	<b>Assignments</b>
	1. What is Customer Service?
	2. Conflict-resolution Strategies
	3. Project: Constructing a Customer Service Encounter Log
	4. Working With Databases
	5. Project: Constructing a Database
	6. Quiz 1: The Customer Service Representative
	7. What is Consumer Advocacy?
8. Consumer Advocacy at Various Levels	
9. Project: Consumer Protection	
10. The Role of Policymakers	
11. Project: A Plan for Advocacy	
12. Quiz 2: Consumer Advocacy	
13. Special Project*	
14. Test	
15. Course Project Part 2: Serving the Client*	
16. Glossary and Credits	

Unit 3: Counseling, Advisement, Education	
Introduction to Consumer Services	<b>Assignments</b>
	1. Financial Counseling
	2. Developing a Financial Plan
	3. Project: Building a Financial Plan
	4. Spending Patterns and Budgeting
	5. Project: Building a Budget
	6. Quiz 1: Financial Counseling Roles
	7. Credit Counseling and Risk Management
	8. Applying for Credit and Credit Scoring
9. Project: Evaluating Credit Offers	
10. Risk Management in Financial Planning	
11. Project: Building an Estate Plan	
12. Quiz 2: Credit Counseling and Risk Management	
13. Special Project*	
14. Test	
15. Course Project Part 3: Our Town's Children Programs*	
16. Glossary and Credits	

Unit 4: Creativity	
Introduction to Consumer Services	<b>Assignments</b>
	1. Creative Consumer Services - Design
	2. Fashion and Costume Design
	3. Project: Design Influences
	4. Trademarks, Patents, and Copyrights
	5. Project: Protecting Your Original Work
	6. Quiz 1: The Designer
	7. Writing and Editing
8. Translation and Interpretation	
9. Project: Hiring a Language Services Professional	
10. Reading Strategies	
11. Project: Reading to Write	
12. Quiz 2: Writing and Interpretation	
13. Special Project*	
14. Test	
15. Course Project Part 4: Building a Brand*	
16. Glossary and Credits	

Unit 5: Management, Sales, Public Relations	
Introduction to Consumer Services	<b>Assignments</b>
	1. Management Careers
	2. Strategic Analysis
	3. Project: Conducting a SWOT analysis
	4. Working With Employees
	5. Project: Developing a Training Presentation
	6. Quiz 1: Management
	7. Sales, Marketing, and Public Relations
	8. The Importance of Public Image
9. Project: Writing a Media Release	
10. Marketing and Selling a Product	
11. Project: Writing a Marketing Plan	
12. Quiz 2: Sales and Public Relations	
13. Special Project*	
14. Test	
15. Course Project Part 5: Growing a Sustainable Organization*	
16. Glossary and Credits	

Unit 6: Course Review and Exam	
ICS	<b>Assignments</b>
	1. Course Project Part 6: Our Town's Children, Inc. Annual Report 20XX*
	2. Review
	3. Exam

(\*) Indicates alternative assignment