

CURRICULUM OVERVIEW

Introduction to Consumer Services

Career and Technical Education Series



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Introduction to Consumer Services Course Overview

In this introductory Consumer Services course, students analyze various career paths in terms of employment opportunities. We will discuss educational requirements, including applicable hard and soft skills, certifications, and licensures for different pathways. 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. 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 the impact of local, state, national and global issues on consumer services.

- **Consumer Services Basic Competencies and Organizational Structures:** This unit focuses on introducing consumer services professions, which provide services to individual consumers as opposed to businesses. It offers perspectives on customer services and consumer advocacy, organizational structure, external influences on consumer services, and career management.
- **Customer Service and Consumer Advocacy:** This unit focuses on customer service, conflict resolution, and working with databases. It also introduces students to the role of policymakers and consumer advocacy.
- **Counseling, Advisement, and Education:** This unit focuses consumer services in a financial setting. Students will learn about becoming a financial counselor, developing a financial plan and budgeting. Applying for credit and credit scoring will also be introduced, as will aspects of building an estate plan, credit counseling, and risk management.
- **Creativity:** Consumer services careers that involve creativity are the focus of this unit. Students will explore careers ranging from fashion designers to those involving writing and editing.
- **Management, Sales, and Public Relations:** Aspects of the different levels of management, sales and public relations are topics in this unit. Content focused on management ranges from what working with employees to analyzing customer bases. In the lessons on sales and public relations, students will learn how to manage a company's public image while also improving sales.

Unit 1: Introduction to Consumer Services		
Intro. 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. Unit 1 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		
Intro. to Consumer Services	Assignments	
	1. What is Customer Service?	9. Project: Consumer Protection
	2. Conflict Resolution Strategies	10. The Role of Policymakers
	3. Project: Constructing a Customer Service Encounter Log	11. Project: A Plan for Advocacy
	4. Working With Databases	12. Quiz 2: Consumer Advocacy
	5. Project: Constructing a Database	13. Special Project*
	6. Quiz 1: The Customer Service Representative	14. Unit 2 Test
	7. What is Consumer Advocacy?	15. Course Project Part 2: Serving the Client*
	8. Consumer Advocacy at Various Levels	16. Glossary and Credits
Unit 3: Counseling, Advisement, Education		
Intro. to Consumer Services	Assignments	
	1. Financial Counseling	10. Risk Management in Financial Planning
	2. Developing a Financial Plan	11. Project: Building an Estate Plan
	3. Project: Building a Financial Plan	12. Quiz 2: Credit Counseling and Risk Management
	4. Spending Patterns and Budgeting	13. Special Project*
	5. Project: Building a Budget	14. Unit 3 Test
	6. Quiz 1: Financial Counseling Roles	15. Course Project Part 3: Our Town's Children Programs*
	7. Credit Counseling and Risk Management	16. Glossary and Credits
	8. Applying for Credit and Credit Scoring	
	9. Project: Evaluating Credit Offers	
Unit 4: Creativity		
Intro. to Consumer Services	Assignments	
	1. Creative Consumer Services “Design	9. Project: Hiring a Language Services Professional
	2. Fashion and Costume Design	10. Reading Strategies
	3. Project: Design Influences	11. Project: Reading to Write
	4. Trademarks, Patents, and Copyrights	12. Quiz 2: Writing and Interpretation
	5. Project: Protecting Your Original Work	13. Special Project*
	6. Quiz 1: The Designer	14. Unit 4 Test
	7. Writing and Editing	15. Course Project Part 4: Building a Brand*
	8. Translation and Interpretation	16. Glossary and Credits
Unit 5: Management, Sales, Public Relations		
Intro. to Consumer Services	Assignments	
	1. Management Careers	10. Marketing and Selling a Product
	2. Strategic Analysis	11. Project: Writing a Marketing Plan
	3. Project: Conducting a SWOT analysis	12. Quiz 2: Sales and Public Relations
	4. Working With Employees	13. Special Project*
	5. Project: Developing a Training Presentation	14. Unit 5 Test
	6. Quiz 1: Management	15. Course Project Part 5: Growing a Sustainable Organization*
	7. Sales, Marketing, and Public Relations	16. Glossary and Credits
	8. The Importance of Public Image	
	9. Project: Writing a Media Release	
Unit 6: Course Review, and Exam		
Intro. to Consumer Services	Assignments	
	1. Course Project Part 6: Our Town's Children, Inc. Annual Report 20XX*	2. Review
		3. Exam

(*) Indicates alternative assignment