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| **Minor Award Name** | Retail Selling |
| **Minor Award Code** | 5N1619 |
| **Level** | 5 |

**Suggested resources to support delivery:**

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| **Theme/Topic** | **Type** | **Relevance** | **Author/Source** | **Web Link** |
| Technology currently used in Retail  Cash registers, bar code scanners, electronic payment units, security devices, and stock control systems.  Bar Codes  Point of sale | Online newspaper and video  Pdf  Online articles  videos  APP  Software | Searchable archive of articles and videos from the Guardian newspaper looking at the latest technology in retail.  Irish company supplying Cash registers, EPOS systems to Retail, forecourts and hospitality.  Pdf Brochures available to download on solutions different type of retail store such as grocery  Considerations when deciding between EPOS systems and cash registers  Overview of POS, payment methods written for GCSE level for revision purposes  Short overview of stock control written for GCSE level  Short video < 5 mins on How Barcodes work  One of many free Bar Code scanner apps available for iphone and android (useful for the skills demo)  **RedLaser Barcode and QR scanner**  Vend is retail POS software, inventory management, ecommerce & customer loyalty for iPad, Mac and PC. Easily manage & grow your business in the cloud.  Free 30 day trial with no credit card needed | Various  CBE  EPOS Ireland | <http://www.theguardian.com/media-network/series/technology-in-retail>  <http://www.cbe.ie/sector/retail/>  <http://www.cbe.ie/wp-content/uploads/pdfdownloads/CBE_GROC_WEB.pdf>  <http://www.cev.ie/epos-systems-vs-cash-registers/>  <http://www.igcseict.info/theory/7_2/retail/index.html>  <http://www.igcseict.info/theory/7_2/stock/index.html>  <https://www.youtube.com/watch?v=e6aR1k-ympo>  <https://play.google.com/store/apps/details?id=com.ebay.redlaser&hl=en>  <https://www.vendhq.com/> |
| Retail Organisations  Retail legislation  Health and safety | Book | **Business Administration**  **ISBN**  **One Chapter on Retail administration**  Includes Different Types of Retail Outlet in Ireland, The Impact of the Size and Type of a Retail Organisation,  Legal Aspects of Retailing, What is the National Consumer Agency?  Health and Safety in Retailing  Processing Customer Complaints in Retailing Retail Administration  A Retail Case Study – A School Book shop | Arlene Douglas | <http://www.amazon.co.uk/Business-Administration-Arlene-Douglas/dp/0717152715/ref=sr_1_7?ie=UTF8&qid=1446524124&sr=8-7&keywords=business+administration> |
| Retail Organisations  Stock Management  Technology in Retail  Payment Methods | Book | **Retailing: An Introduction**  Provides an introduction to all aspects of retailing (UK focus), This book is aimed at college and university students so more suitable for Level 6 upwards than Level 5. Useful chapters include Retail Organisations, stock management, Technology in Retailing, Atmosphere and layout, Payment methods | Roger Cox and Paul Brittain | <http://www.amazon.co.uk/Retailing-Introduction-Roger-Cox/dp/0273678191/ref=sr_1_1?ie=UTF8&qid=1446524397&sr=8-1&keywords=retailing%3A+an+introduction> |
| Personal Selling | video | 5 lessons on how to make a Retail Sale  The Retail Doctor - American videos that go through the different stages of the sales process | Bob Phibbs | <https://www.youtube.com/playlist?list=PLnt1Z8CILAjnlLq5zGFwlupUNkJxkgJ_3> |
| Retail Organisation  Merchandising  Customer Feedback  Personal selling  Payment types | Website | UK Retailing, sales and customer service teaching resources suitable for vocational retailing courses. Includes instructional PowerPoints, role plays, key skill sheets and assignments. |  | <https://www.tes.com/article.aspx?storyCode=6278029> |
| Key Terms and Trends in Retail | Website with pdf downloads  Newspaper | Shopper Attitude Survey 2014 carried out by Millward Brown for Retail Ireland and Retail News magazine  Dublin city centre shopper survey report carried out by Millward Brown on behalf of the National Transport Authority  Irish Times articles on Retail and Services and consumer behaviour useful for class discussions on retail trends | Millward Brown  Millward Brown  Conor Pope and others  Bord Bia | <http://www.retailireland.ie/IBEC/Press/PressPublicationsdoclib3.nsf/wvRINewsByTitle/recession-prompts-major-shift-in-shopping-trends---survey-14-09-2014>  <https://www.nationaltransport.ie/wp-content/uploads/2012/09/Dublin_City_Centre_Shopper_Survey_Report_MB_1.pdf>  <http://www.irishtimes.com/business/retail-and-services>  <http://www.irishtimes.com/news/consumer>  <http://www.bordbia.ie/industry/events/SpeakerPresentations/2015/UKRetailConvenienceSeminarJune2015/Ireland%20Great%20Britain%20Cultural%20Context%20in%202015%20%20Paula%20Donoghue%20Bord%20Bia.pdf> |
| Retail Trends Ethical Retail and Fraud in Retail |  | The Centre for Retail Research provides authoritative and expert research and analysis of the retail and service sectors in Britain, Europe. Website includes   * **Retail Forecasts:** consumer spending; Christmas and seasonal spending forecasts; the future pattern of stores; payment systems; ethical retailing and green retailing; retail failures. * **e-Commerce trends:** the growth of online (e-commerce) and multi-channel retailing * **Economics of Retailing:** trends in costs, productivity, and output for different retail sectors. Specialist economic forecasts for retail/service sector. * **Crime and Fraud:** Our research into retail crime and fraud acts as a benchmark for retail corporations worldwide. CRR's best-known report is the *Global Retail Theft Barometer*, which celebrates its tenth birthday in 2010 and covers 43 countries. |  | <http://www.retailresearch.org/index2.php> |
| Merchandising |  | Proctor and Gamble website showing recommended planograms in a nice visual format for a variety of products (laundry, babycare, health and beauty)  Retail Store windows post images of inspirational retail store windows around London TED TalksHow stores track your shopping behavior | Ray Burke | TEDxIndianapolisChanging the Retail Story: Rachel Shechtman at TEDxHollywood | Ray Burke  Rachel Shechtman | [www.shelfhelp.co.uk](http://www.shelfhelp.co.uk)  [www.retailstorewindows.com](http://www.retailstorewindows.com) <https://www.youtube.com/watch?v=jeQ7C4JLpug><https://www.youtube.com/watch?v=fbnWY-swsK0> |
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| Ethical Retail |  | Example of one retailers approach  Plan A is Marks & Spencer’s way to help protect the planet – by sourcing responsibly, reducing waste and helping communities  The price of clothing has been decreasing for decades, while the human and environmental costs have grown dramatically. The True Cost is a documentary film that asks us to consider, who really pays the price for our clothing?  Website includes information on how to buy better and highlights the environmental impact and human rights impact of fast fashion. | Marks & Spencer | <http://corporate.marksandspencer.com/plan-a>  [truecostmovie.com](http://truecostmovie.com/) |
| Legal Requirements of retailers employees consumers and product manufacturers | Lesson plans  Teacher Notes  Classroom slides  Student worksheets  Role play scenarios | Sale of Goods and Supply of Services Act 1980 (focusing on the rights of consumer with regard to goods and services)  Sale of Goods and Supply of Services Act 1980 - focusing on the responsibilities of the retailer to include redressCommon consumer problems - difference between valid and non-valid complaints  M*ain* elements of the Consumer Protection Act 2007 and functions, activities and powers of the National Consumer Agency Groupwork/competition/games/mindmap of consumer (fishbone)Online game "Shop Smart" | National Consumer Agency | <http://corporate.nca.ie/eng/Business_Zone/teachers/resources.html> |
| Legal Requirements of the Retailer | Microsoft Word document and online guidelines | Guidelines for the Retail Sector on Price and Promotion | National Consumer Agency | <http://corporate.nca.ie/eng/Business_Zone/Consumer_Protection_Act_and_the_Retail_Sector/> |
| Legal Requirements of the Retailer | Powerpoint presentation  Word documents | Guidelines on selling online | National consumer agency | <http://corporate.nca.ie/eng/Business_Zone/Guides/Sell%20Online/> |
| Legal Requirements of the Retailer | Pdf leaflet | Employment rights  Employment Law explained |  | <https://www.workplacerelations.ie/en/Publications_Forms/>  Select pdf for employment rights and employment law explained |
| Legal Requirements of the Retailer  Data protection | Pdf document | Data Protection for the Individual  Data Protection for organisations  Guide for schools – Section 3 is particularly relevant and poster | Data Protection Agency | [Data Protection for Individuals](https://www.dataprotection.ie/ViewDoc.asp?fn=%2Fdocuments%2Frights%2FRightsHome%2Ehtm&CatID=2&m=r)  [Data Protection for Organisations](https://www.dataprotection.ie/ViewDoc.asp?fn=%2Fdocuments%2Fresponsibilities%2FOrganisationsHome%2Ehtm&CatID=3&m=y)  [Data Protection Guide for teaching in schools](https://www.dataprotection.ie/ViewDoc.asp?fn=%2Fdocuments%2Fteens%2Fdefault%2Ehtm&CatID=88&m=t) |
| Legal Requirements of the Retailer  Health and Safety | Information sheets | Health and Safety guides for retail  List of health and safety publications written specifically for the Retail industry  Short guide to the Safety Health and welfare at work act 2005  Student Guide to Health and safety  Includes information on how to deal with Fire in the workplace |  | <http://www.hsa.ie/eng/Topics/Simple_Safety/Retail/>  <http://www.hsa.ie/eng/Your_Industry/Retail/>  <http://www.hsa.ie/eng/Publications_and_Forms/Publications/Safety_and_Health_Management/Short_Guide_to_SHWWA_2005.pdf>  <http://hsa.ie/eng/Education/Teacher_Support_and_Resources/> |
| Personal Selling  Open and close a sale, deal with complaints and present alternative products.  Communication skills to include use of active listening, product demonstration, and customer support techniques | Book | **Retail Selling**  Paperback • A5 • 220pp •ISBN 9781852525545 • 2007  The first in a series of manuals for retailers published in association with the British Shops & Stores Association (BSSA), this is a down-to-earth guide to retail selling skills and technique.  The book includes exercises, checklists and Key Points, summaries, and includes approximately 15 cartoons to illustrate key points along the way. | Peter Ronald Fleming | [http://www.amazon.co.uk/Retail-Selling-Achieve-Maximum-Sales/](http://www.amazon.co.uk/Retail-Selling-Achieve-Maximum-Sales/dp/1852525541/ref=sr_1_1?ie=UTF8&qid=1446523791&sr=8-1&keywords=retail+selling+peter+fleming) |
| Customer Service  Dealing with complaints | Book - roleplays | Customer Service in Ireland | Suzanne Twomey | <http://www.amazon.co.uk/Customer-Service-Ireland-Suzanne-Twomey/dp/071715260X/ref=sr_1_1?ie=UTF8&qid=1446525809&sr=8-1&keywords=customer+service+in+ireland> |
| Customer Loyalty  Handling of customer feedback. | Book or e-book | Crowning the customer  Outlines importance of listening to your customer | Fergal Quinn | <http://www.amazon.co.uk/Crowning-Customer-Quinn-Feargal-Paperback/dp/B010CLBQ68/ref=sr_1_4?ie=UTF8&qid=1446525079&sr=8-4&keywords=crowning+the+customer> |
| Loyalty schemes  Retail Trends | Book | Retailing in Ireland  **A book that presents a broad review of the Irish retail sector while delivering unique insights into its operation and the market forces that drive its development.** | Edmund O’Callaghan  Don O’ Riordan | <http://www.gillmacmillan.ie/management/management/retailing-in-ireland> |

**Useful Organisations:**

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| **Name** | **Contact Information** |
| Retail Ireland ( IBEC group that represents Retail businesses) | <http://www.retailireland.ie/Sectors/RI/RI.nsf/vPages/Contact~team?OpenDocument> |
| National Consumer Agency | [www.nca.ie](http://www.nca.ie) |
| Health and safety authority | [www.hsa.ie](http://www.hsa.ie) |
| Retail excellence | <http://www.retailexcellence.ie/> |
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| **MOOCs (Massive Online Open Courses)** | |
| Free access to online courses  Search regularly for new courses and new start dates | <https://www.mooc-list.com/> |
| Free Allison.com courses Health and safety in the worplace | <https://alison.com/courses/HSA-4> |