IN THEIR OWN VOICES: WORKERS’ NARRATIVES

Unit 3

Summary

In Unit One, students learned about the big picture of labor market realities—which industries are growing, which are shrinking, and technology’s impact on the market. They learned about a wide range of careers in Retail and read about current issues that affect workers.

In Unit Two, addressed the inner workings of the job-seeker. What are her interests and passions? What kind of work environment will she enjoy? What careers should she consider based on what she knows about herself? What factors might influence someone making a career change? Students also learned to navigate career database websites, assess their own interests and conduct a group research project about careers in the Retail sector.

In Unit Three, students’ research becomes personalized. They hear from Retail workers themselves, through firsthand accounts and interviews in text and video, and discuss what they learn. They also conduct further research on Retail careers of interest.

1. VIDEO NARRATIVES IN RETAIL

Students watch and discuss videos about Retail careers, then respond to them in writing.

2. CAREER NARRATIVES IN RETAIL SERIES

Students practice reading, research and note-taking skills by reading Retail career narratives, then conducting further research on a Retail career of their choice.

2.1 • Using Question Stems as a Reading Strategy: Career Narratives in Retail

Students develop and answer questions about career narratives as a reading technique.
2.2 • Computer Research: Career Narratives in Retail
After reading a Retail career narrative, students learn more about the career by reading descriptions of it on a career database, such as the Bureau of Labor Statistics, for example.

3. **A MATERIAL RECORDING CLERK’S MATH: CALCULATIONS WITH PERCENTAGES AND DECIMALS**

Students learn about the responsibilities of Material Recording Clerks and try their hand at performing the types of calculations clerks perform at work.
Video Narratives in Retail

Students view short videos about workers describing their jobs in the Retail sector and write responses to questions about the videos. The following page describes and provides links to short videos on various careers in the sector. YouTube has hundreds of short videos on dozens of careers. Teachers may use the ones listed or find additional ones.

PREP

- Pre-screen and select a video that students will view, using the recommended lists on the following pages or other videos that you find.
- Adapt the Retail Career Video Narratives worksheet to the video you choose.

MATERIALS

- Requires use of a computer and projector.
- Retail Career Video Narratives worksheet

EXPLAIN

1. Analyzing data about careers is important, but it’s also helpful to hear about how workers in the field experience their jobs. If you met someone who works in a field you are interested in, what questions would you ask them?
   - What they do at work, how they got their job, what they like and don’t like about it, and advice for newcomers to the field.

2. We are going to watch a video about a Retail worker. There are many kinds of jobs that connect to the Retail industry, such as Manufacturing, Transportation, and design, but when we talk about Retail jobs, we are talking about careers connected to the buying and selling of products that have already been designed and manufactured.

3. Today we are going to watch a video about working as a _____________.
   We are going to watch it twice. The first time, listen for the main ideas. Which career does the video describe? Does the worker seem to like his/her job? How do you know? Then, you are going to read a series of questions about the video, and watch the video a second time with questions in mind. After watching a second time, you are going to write responses to the questions.
4. Play the video. Have a brief discussion about what students learned about the career and the worker's experience of it.

5. Distribute the *Retail Career Video Narratives* worksheet. Ask students to read the questions, but not write anything yet.

6. Play the video a second time.

7. Ask students to complete the *Retail Career Video Narratives* worksheet.
Video Narratives About Careers in Retail

The videos listed below depict a variety of Retail careers. YouTube has hundreds more which can be found by doing keywords searches for careers, for example, “fashion design career.”

SALES, SALES REPRESENTATIVES, AND BUYERS

1. Retail Sales Representative at The Hershey Company
   A Hershey's district sales supervisor describes her role, defines success, and talks about her career trajectory at Hershey’s. (2:44)
   http://tinyurl.com/Hersheys-Sales-Rep

2. Spirits Buyer at Total Wine and More
   A senior spirits buyer talks about the different aspects of her job, from tastings to store visits to relationships with brewers and distillers. (1:55)
   http://tinyurl.com/spirits-buyer

3. Retail Buyer
   An overview of retail buying, including a day in the life, the range of tasks, and both challenges and opportunities. (1:48)
   https://www.youtube.com/watch?v=pZ5RxwF4UKs

4. Best Buy
   A floor employee talks about the onboarding and training process, the work environment, possible career paths within the company, and company culture. (9:46)
   http://tinyurl.com/y7tmx7t9

5. Sprint Sales Representative
   Day in the life, including typical work hours, tasks, number of customers seen per day, the employee/customer relationship, and more. (4:56)
   http://tinyurl.com/Sprint-Sales-Rep

6. AT&T Retail Jobs
   Overview of working at an AT&T retail store, including a variety of roles, customer/employee relations, working on commission, training, and more. (3:22)
   http://tinyurl.com/ATT-Retail-Jobs

MANAGERS

7. Store Manager at PetSmart
   Interviews with a few store managers; includes descriptions of the role, measures of success, and some typical interactions with customers. (2:04)
   https://www.youtube.com/watch?v=hOa1V6LCGgw

8. Retail Store Manager
   Overview of responsibilities, daily tasks, and priorities. (1:17)
   https://www.youtube.com/watch?v=9Znd2Izkx14

9. Inventory Manager at a Hardware Store
   Description of how to keep inventory organized in a hardware store, including decisions about placement of specific items according to how well they sell, and what is done about slow sellers. (3:33)
   https://www.youtube.com/watch?v=-l9rlMekpfs
10. **Brand Manager**
A variety of Johnson & Johnson employees talk about why they like working there, including the different daily tasks and responsibilities according to different roles, the training offered, and company culture/mission. (4:35)
https://www.youtube.com/watch?v=MBgAbxhZP0Q

**MERCHANDISERS**

11. **Fashion Visual Merchandiser**
Meet some students in a Visual Merchandising class at LIM College and watch them put a window display together in a Garment Center window. (3:17)
https://www.youtube.com/watch?v=SzwcVFZl-6c

12. **Grocery Store Merchandiser**
A day in the life of a grocery store merchandiser, showing merchandisers at work. (4:46)
https://www.youtube.com/watch?v=aEid3UOae4k

**E-COMMERCE**

13. **Fashion Director at My-Wardrobe.com**
A fashion director for an online shopping site talks about her job, how she arrived at her position, and advice for those interested in entering the field. (6:54)
https://www.youtube.com/watch?v=w40Q7i8TbSQ

**MISCELLANEOUS RETAIL**

14. **Product Testing at L.L.Bean**
Retail jobs go beyond the cash register. L.L.Bean Lead Laboratory Technician Tom Begley is a new product and product quality tester. See a day in the life of his unique career. (2:28)
http://tinyurl.com/LL-Bean-product-tester

15. **Market Research Analyst**
An overview of the market research career field, including types of tasks and responsibilities, and educational requirements. (1:19)
https://www.youtube.com/watch?v=TsOgNmeeQHo

16. **Bookkeeping**
A day in the life of a bookkeeper, with a description of some technological tools used for the job. (2:42)
https://www.youtube.com/watch?v=Xq0Hmer2pYl

17. **Human Resources**
An overview of the human resources field, including the variety of tasks, responsibilities, educational requirements, and possible career trajectories. (1:26)
https://www.youtube.com/watch?v=454rPmBeU0I

18. **Setting Up an ACE Hardware Store**
A walkthrough of the build out and set up of a hardware store, from empty space to opening day. Includes the different tasks and jobs that are part of building out the store, from product placement to ordering to marketing and more. (4:56)
https://www.youtube.com/watch?v=1nNtBXiFfWo
Retail Career Video Narratives

Write complete responses to the questions below, based on the video narrative.

1. Which career(s) does this video describe?

2. What does the person/people in the video do at work?

3. What kinds of activities do you see the person doing, or what kinds of activities does the person describe as being part of the job?

4. Does the main speaker (or speakers) in the video enjoy his/her job? What does s/he like about it?

5. What kind of preparation is required for this career?

6. What are some advantages and disadvantages of working in this field, according to the speaker(s)?

7. Does the video make you more interested in this type of career or less interested? Why?
Career Narratives in Retail Series

Students learn about Retail careers from workers themselves, while practicing reading strategies such as developing and answering questions from question stems.

ACTIVITIES IN THIS SERIES

2.1 • Using Question Stems as a Reading Strategy:
Career Narratives in Retail
- Grocery Clerk
- Marketing Manager
- Retail Buyer
- E-commerce Business Owner

2.2 • Computer Research: Career Narratives in Retail
Using Question Stems as a Reading Strategy: Career Narratives in Retail

Students read one or more Retail career narratives, then develop and answer questions as a reading strategy.

PREP

In the preceding class, have students sign up to read the Retail narrative of their choice. It’s okay if there is a career that no one signs up for. Be prepared to discuss the utility of this activity for students who are interested in sectors other than Retail.

Examples of uses include improving reading skills, practicing developing questions about reading, expanding vocabulary, learning about Retail professions they may come in contact with in their work in a different sector.

MATERIALS

- Career Narratives in Retail Sign-up
- Career Narrative Questions handout
- Career Narratives

EXPLAIN

1. Distribute the Career Narrative Questions handout. Ask students to complete the first three prompts explaining why they chose the story, what they predict it will be about and what they expect to learn from reading it. If some students don’t remember which narrative they chose, refer to the sign-up sheet.

2. Ask students to annotate their reading, marking parts they thought were important, interesting, surprising or confusing.

3. Distribute the career narratives, and give students time to read and annotate.

4. When students have finished reading, direct them back to the questions handout. Explain that research shows that when people ask their own questions, they remember more of what they read. Here, part of the question is written for them, and part of the question they will have to fill in. Ask students to complete the questions. You may want to have students read aloud a few of the questions once they are completed, or you can circulate to check progress.

5. After students write the questions, ask them to answer the questions.

NOTE

For guidance on teaching annotation, see “How to Teach Annotation” in the User’s Guide, found at www.tinyurl.com/cunycareerkits.
**Career Narratives in Retail Sign-up**

In the space below, sign up to read a story about one of the following careers:

- Grocery Clerk
- Marketing Manager
- Retail Buyer
- Ecommerce Business Owner

<table>
<thead>
<tr>
<th>Name</th>
<th>Career Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Career Narrative Questions

Before reading the story, complete the statements below:

1. I chose the story about being a ______________________ because ______________________

2. I predict this narrative is about __________________________________________________

3. I expect to learn _____________________________________________________________ from reading this narrative.

After reading the narrative, complete and answer the following questions:

4. What does a ______________________ do every day?

5. What are the best parts of being a ______________________?
6. What are the challenges of being a ________________?

7. Why did ________________ say ________________? What does it mean, and why is it important?

8. What is one surprising and/or interesting thing you learned about being a ________________?

9. What else do you want to find out about being a ________________ that’s not explained in the article?

10. Do you think you would want to be a ________________? Why or why not?
A Day in the Life of a Grocery Clerk

Written by Amy Prince

I work at a small independent grocery store. I’m going to college part time so I can eventually move up into management, but for now, I’m a clerk. Our stores have varying operating hours, but I usually work the evening shift, so I arrive at 4:00 pm and stay until midnight.

After class, I put on my uniform and my name badge and head to work. I report to my supervisor when I get there to discuss any store promotions, updates, new products, or other things I should know. I also check the bulletin board for important information such as schedule changes or special notices.

My supervisor tries to rotate us around so we don’t get bored, but I’m usually in the dairy section. I do so many different things during a typical day. Some of them are: greeting and assisting customers; receiving and unloading deliveries; keeping the display cases clean, stocked, and at the right temperature; keeping the area clean and free from safety hazards, and notifying my supervisor of “shrink problems” (damaged or missing merchandise), other potential security problems, and customer requests or complaints--every now and then there’s a compliment, too!
I also help out in other areas if someone is out sick or running late. I might help with bagging, or I'll organize the stock room, or I'll do some local deliveries, or sometimes I'll staff the demo station, which is where we invite customers to try some of the products that we sell. That's my favorite rotation—people are always happy when you're giving them free food!

I also really like when I get to help build displays. I try to be really creative and make something that's visually appealing. Sometimes I use humor, like when I made a snowman out of cheese balls. I got a lot of compliments, and we sold a lot of cheese balls that week. I might even want to go into Visual Merchandising after I get my Associate's degree. Visual merchandisers work on store and window displays, special holiday and other seasonal displays, and yes, cheese ball snowmen!

Probably my least favorite part of the job is that you have to rotate everything in dairy, so that the oldest stuff is in the front. It's not hard; it's just slow. My second least favorite is dealing with spoiled food. Mold on cheese is just not pretty. But that's definitely a part of the job, so you can't be squeamish in this job. The amount of food moving through the store on a daily basis is so huge; there's no way to avoid spoilage.

We all had to learn about food and human safety and sanitation techniques and policies, according to Health Department regulations. That's probably the number one rule on the job. Your hands have to be clean. Your display areas and shelves have to be clean. The stockroom has to be clean. The register and bagging areas have to be clean. Our supervisor knows that sweeping, mopping, and swiping aren't the best way to spend time, so she gives us lots of incentives: the person with the cleanest area during spot checks gets to do a tasting of new products, or gets to choose their spot for the next rotation—things like that.

I'm pretty happy here for now. I like interacting with people and I like interacting with food. It's a win-win. •

**VOCABULARY**

*Store promotions* are special sales and deals such as BOGO (buy one, get one free) or customer loyalty reward cards.
Stella Simring, Marketing Manager
Adapted from https://www.shmoop.com/careers/marketing_manager/typical-day.html

Stella is a Marketing Manager at Crayon Cosmetics International, a company that sells cosmetic products to people all over the world. Stella's been using Crayon products since she was a teenager, and she always dreamed about working for Crayon. After earning her Bachelor's degree in Marketing, Stella spent ten years working in a variety of marketing positions at different cosmetics companies, both big and small. One day, while on the Crayon website, she saw that a Marketing Manager position was open. Stella applied and was thrilled when she learned that she got the job.

Stella is responsible for the Crayon product line, which means that she works with the product development department to come up with ideas for new cosmetics to sell. She then works to promote these new cosmetics, while also promoting the products that are “old standbys” of the Crayon line.

While no two are days alike, Stella does have some routines that she follows at work. She starts her day by reading email and listening to voice messages, so that she can find out if there's anything urgent to take care of. Then, she usually has a meeting with Anya Tisdale, Crayon's Marketing Director. Stella gives her updates about the day's tasks, deadlines, new projects, and meeting schedules for herself and her team. Anya fills her in on new company business, new products being developed, and any other information that's important for Stella to know.

After that, Stella usually spends time looking at the recent sales data. She analyzes the numbers, looking for patterns and trends over the past quarter (a quarter = four months). This data helps Stella figure out which products are successes and which ones are failures, which marketing tactics are working and which aren't, and which new products Crayon should work on in the future.

Mid-morning is always sign-off time—that's when Stella either “signs off,” approving the advertising materials going out that day, or decides that the materials could be improved. Chris, her Copywriter, always does top notch work, and Stella is usually very pleased with the ads he designs. Sometimes Stella
has some feedback for Chris, who then works on the materials and brings them back for the final sign-off.

After a few more check-in meetings with her team members, Stella usually takes a lunch break in the company cafeteria. Sometimes she sits with Chris, sometimes with a few people from the R&D team (Research and Development). If the weather’s nice, Stella likes to take a quick walk after lunch.

The afternoon is usually very busy. Stella meets with staff from different departments to make sure they are all in agreement about work projects. One new project that Stella is excited about is Crayon’s new online shopping website. Crayon is starting to focus much more on online sales, and Stella has some ideas about how to strengthen Crayon’s website. One idea that she’s been working on is for the website to allow customers to upload photos of themselves, and then test how different products might look on their skin. Stella developed a presentation to show to Sean Cook, the Digital Media Director. He loves this idea, but he doesn’t think Crayon has the right technology to make it work. Stella’s really disappointed that all her work on the idea and the presentation were for nothing. She keeps her smile on and goes back to her desk. She gives herself a few minutes to feel the disappointment, then starts to imagine how she might simplify the idea and show it to Sean again soon.

Stella is also working with the Crayon Event Coordinator to plan the annual company conference. They meet regularly to make decisions about how best to show off the new products to everyone in the company. They decide to have some booths with staff giving makeovers to all the Crayon staff so that they can experience the new products for themselves. Stella loves Crayon’s products, and she is always excited to promote them, even to other Crayon employees. She’s looking forward to the conference, even though it will mean lots of extra work for the next couple of months.

Stella always ends her day reading articles about new trends in cosmetics so that she knows what’s happening in the industry. She goes home around 6:00 pm and settles down for the evening. Soon it’s time for bed. Tomorrow is another day!
A Day in the Life of a Retail Buyer

Adapted from https://blog.hubba.com/biz-talk/a-day-in-the-life-of-a-retail-buyer/

Hi! I’m Jose Sisniega, and I’m one of the buyers for an all natural skincare company. We have a few stores around the Northeast, and we also sell products on our website. We sell lots of different things, from sunscreen to shampoo. I’m going to take you through a typical day at work. Ready? Let’s go!

8:30am – Email check-in
I have ten new emails, and that’s a good thing! Like all buyers, I am always looking for new products, and a lot of those emails are from companies sending me information about new items. When someone emails me and the product sounds interesting, I email them back with some questions before I decide if we should even consider their product. Some of the questions are about the practical part of doing business with a company. For example, will they pay to ship the products to us or do we have to pay? Another thing I need to know is if there is a minimum amount I have to order. If it’s a new product, I might only want to order a small number until I see how well it sells on our website. If it’s a new brand that wants to do business with us, I also need to see if they’re the right fit. We only sell natural products, which is an important part of our company’s identity.

10:00am – It’s all about relationships
I take pride in my relationships with my vendors and distributors; if they email me, I try to respond in 24 hours and I’ll do everything I can to support them. Sure, some brands are very small; sometimes it’s literally a one-person-company, but I still need them to complete their forms promptly. That reassures me that they will deliver their products just as promptly.

10:30am – Team meeting to discuss recent sales
We hold these meetings regularly, both to keep everyone informed and up to date about the sales numbers, and also to discuss which vendors are great to do business with and which ones are becoming a problem for one reason or another. Things change constantly because businesses grow and shrink, products go in and out of fashion, and the leadership at companies often changes. All these things can turn a weak relationship with a vendor into a strong one, or can make a strong relationship weak.
1:00pm – Meeting with a new vendor
I do a lot of meetings with new brands where I explain how our business works. Basically, every single item has to have a UPC (universal product code—you might know it as a bar code). Some of the new brands are surprised to know that they have to have UPCs on all their products—but I explain that it’s basically impossible to sell their products without those UPCs! I have something called an “All Products Report,” which lists all the brands and items my company sells. In my category alone, I have 6000 different product types. I would never be able to find anything without being able to scan the UPCs on the product.

2:30pm – Discussion with team to design email advertising campaign
I encourage my staff to be as creative as possible during these discussions; we don’t criticize each other’s ideas. We get everything up on a whiteboard, then start to talk about how each one might work—or not work. We’ve had some great ideas come out of these sessions!

4:00pm – Visit the warehouse
We carry 40,000 items on the website, so there’s no possible way to have samples in my office. It’s not easy to walk all around the warehouse, looking at products without getting in the way of the people working there. However, my rule of thumb is to always try everything before I list it for sale. This means I spend a lot of time trying out new products. That’s probably the best part of the job!

VOCABULARY

Vendor: a person or company that offers something for sale

Distributor: a person or company that buys large quantities of items for sale and sells them to stores or businesses
A Day in the Life of an E-commerce Business Owner

Adapted from https://pure-ecommerce.com/a-day-in-the-life-of-an-ecommerce-owner

It’s morning and you’ve just finished breakfast. You’ve caught up on the daily news websites and read some information on the latest online selling techniques. What’s next? As the owner of the ecommerce site Jewels4Less, many things don’t need to be done on a time schedule, which allows you to have flexibility during the day for other things. Very nice, right? While you will have more flexibility in how you plan your day, there are some important things that you’ll need to make sure you have completed to keep you on track.

In order for Jewels4Less to be successful, you need to have an extremely organized calendar to keep things from falling through the cracks. There are certain activities that must be done continually in order to have a successful business:

- Processing orders (preparing and sending the goods that people select and pay for on your website)
- Providing customer service
- Updating the website
- Keeping track of things like how many people visit your website, how many things they tend to purchase, which items are most and least popular
- Constantly working to build “traffic” (people who come to your website)

Of all these, only processing orders needs to be done within a specific timeframe each day. For the other activities, you’ll need to do some of them daily, some every other day, and some a couple of times a week.

**Processing Orders**

You begin with checking the orders that have come in. That means reviewing each order, making sure the payment has gone through, and ensuring that the shipping address is accurate. You need to get the packages that you’re shipping...
out to the post office before 2:00 pm in order for them to go out that same
day. You had quite a few orders overnight, so that takes some time in your day
to process. During the day, you will continue to check orders up until the last
minute to see if you get any that are in time to make same-day shipping.

In order for this to go smoothly, you need to know exactly which pieces of jewelry
you have in stock. You don’t want customers to order something and then find
out it’s out of stock! Checking your inventory is an important part of an online
business, and it’s something you need to do a few times a week. In your case,
your inventory is in a small storage space that you rent nearby. Checking on your
inventory means counting how many pieces you have of each style of jewelry,
seeing which ones are getting low on stock (at which point you'll have to decide
if you're going to make more or if you’re going to stop making that style), and
seeing which ones you have a lot of and perhaps want to sell on discount, in order
to make room for some of your new designs.

Once you’ve packed up the orders, you take everything to the post office.
Afterwards, you send out communication to your customers to let them
know that their order is in the works, and to thank them for their business.
Congratulations! For the most part, you are done with processing transactions
for the day.

**Building Traffic on Social Media**

On your schedule, today is the day for building traffic and updating the site. First,
you schedule your social media posts for the next seven days, beginning with
reviewing your running list of topics for posts and picking enough to have at least
one post a day on Facebook, Twitter, LinkedIn, and Instagram. As you’re looking
at the list, you think of a couple more and add them. Thank goodness for the list
because sometimes you can think of topics and sometimes you can’t. Luckily,
you have a constant supply of possible future posts! You need to do some quick
research for a couple of topics and then use your posting scheduler software
(for example, HootSuite or SocialOomph) to create the posts and line them up
for the next week. Your social posting for the day, and your planning for some
future posts, is done.

Now, it’s time for an early lunch and some grocery shopping. Maybe you want to
do some personal emailing. Whatever it is, use your time well; you’re going to
have a busy afternoon!

**Blogging**

After your break, you sit down to write a blog post. A blog, short for web log,
is a regularly updated website or web page, usually run by an individual or a
small group, that is written in an informal or conversational style. You’ve found
that blogging really gets your customers and potential customers to know you
and your business, and in turn it helps drive traffic to your online store. At first you found blogging to be difficult because you never saw yourself as a writer. However, over time it has become second nature to you because you don’t really think of it as writing only. It’s your way of talking to your customers in a conversational way, and connecting with people on the web. You’ll need to make sure to stay up to date so that your customers are confident about your expertise, so maybe today you’ll spend some time doing research for future blog posts.

Once you finish writing a blog post, you upload it on your site, and then you **cross-post** it on social media platforms such as Facebook, Instagram, and Twitter to reach even more potential customers. The more you can connect with people, the better your brand.

### Using Customer Data to Understand Sales Patterns
The next thing you have on your schedule for today is to look at the data about your website’s traffic. You review things like the time of day when most people visit your website, the different places in the country (or world!) where your customers live, or the amount spent on an average jewelry order. This doesn’t necessarily help build traffic to the site, but it is important to know where your traffic is coming from, how much traffic your site has, and other information that you can use to make marketing and advertising decisions. As a successful ecommerce owner, you don’t have to do this every day. However, this is important to the profitability of the business, so it is something that you have to do several times per week.

### Updating the website
The last thing on your “to do” list for the day is updating your website. Later in the week you’ll be adding some new seasonal products, but today you just want to revise some web page content and catch consumers’ attention by announcing new products. You also will advertise the sale that’s kicking off next week. You need to repeat information many times, in many different ways, in order to have an impact. There is so much competition in ecommerce—it’s definitely not for the faint of heart.

That’s it for today. It was one of the busiest days on your weekly calendar, with processing transactions, updating the site, building traffic through social media, and some review of key performance indicators. Go enjoy your evening!

---

### VOCABULARY

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inventory</strong></td>
<td>a complete list of items that are in stock</td>
</tr>
<tr>
<td><strong>Cross-post</strong></td>
<td>a message, link, image, or blog that has been posted to more than one online location</td>
</tr>
</tbody>
</table>
Computer Research: 
Career Narratives in Retail

Students conduct additional research on the career they read about in the previous Career Narrative activity, using a career database.

PREP
- Explore the following career database websites and choose one for this activity:
  - www.careerzone.ny.gov—The New York State career database
  - www.careercruising.com—A subscription-based career database. Requires a login and password. Many programs have subscriptions to this database.
- Choose a career from the database and be prepared to navigate to, explore and discuss this example career with students.

MATERIALS
- Researching Careers Online worksheet
- Computers are required for this lesson.

EXPLAIN
1. If students have not previously used the database you have chosen to use for this activity, give a brief introduction to the website (refer to Career Database Lessons in Unit 2 for database information). Emphasize the ways the database is organized and how students can use it to find careers.
2. Ask students to navigate to the website. Look at a sample career as a class, discussing what information is included and how it is organized.
3. Distribute Researching Careers Online worksheet. Ask students to explore careers related to the one they read about in the Career Narratives and complete the worksheet.
4. If time remains, students can research the career of their choice, paraphrasing the information they find.
Researching Careers Online

Use the career database to answer the questions below.

1. What are some careers that are similar or related to the career narrative you read in the previous lesson? Find at least 6 and list them below:

2. Choose one of the careers you listed above. Write four questions you would like answered about this career.

3. Research the career listed above, and write the answers, in your own words, to the questions you wrote in #2.
A Material Recording Clerk’s Math: Calculations with Percentages and Decimals

Students learn about the role of a Material Recording Clerk including inventory management, while using percentages, decimals and multiplication to solve workplace math problems.

PREP

- Students should already be familiar with the following concepts: percentages, decimals and rounding.
- **Background knowledge:**
  The following are some general responsibilities of Material Recording Clerks:

  *Material Recording Clerks are in charge of tracking inventory to ensure that businesses get products they need on time. They keep a record of items that have been shipped, received, or transferred to another location from their warehouse and order replacements for items that have been shipped out.*

MATERIALS

- *Material Recording Clerk Inventory Problem* handout

EXPLAIN

1. Jacqueline is a Material Recording Clerk for a dental supply company.

2. One of her responsibilities is managing inventory to make sure items that are scheduled to be shipped go out, and to make sure there are enough products on hand for incoming orders.

   **What are some of the tasks that might be included in this work?**

   › *Counting items in stock, recording numbers of items, double checking numbers, identifying products that need to be re-ordered and placing orders, keeping stock organized.*

3. Write student responses on the board.

4. **What are some types of math that might be included in these tasks?**

   › *Calculations involving addition, subtraction, multiplication and division; calculating with decimals; calculating with percents.*
5 Distribute the *Material Recording Clerk Inventory Problem* worksheet and ask students to complete it in pairs.

6 Once students have completed the worksheet, ask for volunteers to write their answers, including all steps they took to solve the problem, on the board. The class should evaluate the responses, saying if they got the same or different answers, and if they took the same or different steps.

**DISCUSS**

- What information did you use to solve the problem?
- What steps did you take to solve the problem?
- Which part was most challenging in this activity?
- Would you like this type of job? Why or why not?

### Material Recording Clerk Inventory Problem

**TEACHER ANSWER KEY**

800 general dentists’ offices visits per week × 4 weeks × 90% rate during the summer = general dentists’ offices visits in a four-week period.

800 visits per week × 4 = 3,200 visits

3,200 visits × .90 = 2,880 visits to general dentists’ offices.

2,880 visits to general dentists’ offices × 4 films = 11,520 films for general dentists’ offices

700 pediatric dentists’ offices visits per week × 4 weeks × 90% rate during the summer = pediatric dentists’ offices visits in a four-week period.

700 visits per week × 4 = 2,800 visits

2,800 visits × .90 = 2,520 visits to pediatric dentists’ offices.

2,520 visits to general dentists' offices × 4 films = 5,040 films for pediatric dentists’ offices

11,520 + 5,040 = 16,560 films needed

16,560 – 4,350 = 12,210 (Subtract Current Inventory)

12,210 films ÷ 100 (films per package) = 122.1 = 123 packages
Jacqueline is a Material Recording Clerk at a dental supply company. She is in charge of making sure that the warehouse has enough supplies to fulfill orders for several dental offices. This requires keeping a record of items that have been shipped, received, or transferred to another location and ordering replacements for items that have been shipped out.

Once a week, she conducts inventories of supplies and places orders with manufacturers to make sure that her warehouse is stocked. It is time to order a four-week supply of cavity-detecting Bitewing X-ray film for 1) general dentists’ offices, where most of the patients are adults, and 2) for pediatric dentists’ offices, where all patients are children. The general dentists’ offices on her customer list treat a total of 800 patients per week; the pediatric dentists’ offices treat 700 children per week.

General dentists’ offices need 4 X-ray films per patient visit and pediatric dentists’ offices need 2 X-ray films per patient visit. The number of X-ray films currently in stock at Jacqueline’s warehouse is 4,350 films. Kodak distributes the film in packages of 100 units.

Jacqueline is placing the order during the summer. She knows that because both dentists and patients are on vacation during the summer, she only needs to order 90% of the X-ray films that she normally would order during the other seasons.

Determine how many packages Jacqueline should order for a four-week supply based on the information above. Write all necessary calculations in the space below.