

# Consumer Services I

Consumer Services I is a one-credit course that includes content to help students learn ways to provide services to consumers. Major course are types of consumer services, career options, roles and functions of individuals engaged in consumer services, advocacy, financial services, economic systems, financial planning process, consumer credit, investments, savings, risk management, life transitions, estate planning, financial management plan, product development, product information, market research, current trends in the housing industry, factors affecting housing choice, special housing needs, types of housing, renting or owning a home, lease agreements, factors to consider when matching clients with homes, transportation options and costs, costs of insurance, and technology.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

## Consumer Services

Student will:

1. Describe education and training requirements for careers in the field of consumer services.
2. Determine roles and functions of individuals engaged in consumer services careers.
3. Communicate to clients the names of agencies that provide services and protection for consumers.  
Examples: private, public, government, education
  - Determining the role of media in consumer advocacy
4. Assess ways technology impacts consumers and consumer services.

## Financial Services

5. Evaluate types of financial services and benefits that meet client consumer services needs.  
Examples: checking and savings accounts, loans, automated teller machines (ATMs), online banking, cash advances
6. Analyze different types of savings accounts and investment programs offered by financial institutions to meet client needs.
  - Explaining benefits of compound and simple interest
  - Describing annual percentage rate (APR) and annual percentage yield (APY)
  - Comparing money markets and mutual funds
7. Explain the cost of using credit.  
Examples: interest, late fee, annual fee

8. Describe factors of the economic system that impact consumers and business organizations.  
Examples: scarcity, supply and demand, inflation, interest rates
9. Determine life transitions that influence finances for individuals and families.  
Examples: new job, relocation, loss of income, health problems, marriage, death, divorce, alimony, child support, birth, adoption
10. Explain the importance of consumer budgeting, including creating, implementing, and revising the budget.
11. Explain tax liability requirements on income for individuals and families.  
Examples: property, inheritance, earned income
12. Describe the financial planning process.
  - Comparing needs, wants, values, goals, and economic resources
  - Determining effects of risk-management strategies
  - Assessing the role of estate planning

## Product Development and Marketing

13. Analyze the process of product development.
  - Identifying the pricing of goods and services
  - Explaining the value of market research for product development
  - Interpreting the impact of consumer trends on product development
14. Compare sales techniques used in selling goods and services.
15. Describe the impact of making wise consumer decisions.  
Examples: selective shopping, comparative shopping
16. Evaluate market research to determine consumer trends and product development needs.
17. Compare features, prices, product information, styles, and performance of consumer goods for product development and marketing.

## Real Estate Services

18. Determine housing options and factors influencing housing choices for individuals and families.  
Examples: renting, purchasing, leasing-to-own
  - Assessing current trends in society that affect the housing industry  
Examples: special needs, location, cost, dwelling options, refinancing
19. Describe services provided by a real estate broker and agent.

## Transportation Services

20. Determine factors that influence consumer choices for transportation in the marketplace.