

BAA Course Framework: Hairstylist (Cosmetology) Apprenticeship Program 12D: Sales and Marketing

District Name: Abbotsford

District Number: 34

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Date Developed: November 2010

School Name: Abbotsford Collegiate Secondary School

Principal's Name: Lance McDonald
Patti Tebbutt, Principal of Career programs

Board/Authority Approval Date: May 4, 2011

Board/Authority Signature:

Course Name: Hairstylist (Cosmetology) Apprenticeship Program 12D: Sales and Marketing

Grade Level of Course: 12D

Number of Course Credits: 4

Number of Hours of Instruction: 100

Prerequisite(s): Completion of Hairstylist (Cosmetology) Apprenticeship Program 11A, 11B, 11C, 11D and a demonstrated interest in Hairdressing. This course is taken concurrently with Hairstylist (Cosmetology) Apprenticeship Program 12A, 12B, and 12C.

Special Training: Instructor must have:

- Proof of recent professional hair design/cosmetology experience, experiences in teaching the fundamentals of knowledge and technical skills.
- Updated workshops in the latest products, styles of hair (cuts, colour, perms) and technical skills
- Training and experience in marketing and customer/employee relations
- Instructor must have Red Seal Certification and provincial industry certification.

Facilities: The facilities should include both a classroom and a salon setting.

Equipment Required: See required equipment and learning resources in the Hairstylist (Cosmetology) Apprenticeship Program Overview.

Course Synopsis:

Hairstylist (Cosmetology) Apprenticeship Program 12D prepares students to work in a professional salon environment. Computer software and point-of-sale equipment continue to evolve. Clients are better informed today through the use of advertising and the Internet. This encourages salon professionals to be more educated on sales, marketing, and trends to be on the cutting edge. Ongoing personal and professional development, such as goal setting and tracking client retention are crucial for long-term success. Sales and marketing includes the knowledge and skills to attract and maintain clients and increase income. This course highlights the skills and abilities that are needed to be successful in the workplace including those on the Employability Skills 2000+ profile by the Conference Board of Canada.

Rationale:

This course is taken concurrently with three other hairdressing courses which emphasizes practical skill development.

Organizational Structure:

Unit/Topic	Title	Time - Hours
Unit 1	Performing Client and Salon Responsibilities	40
Unit 2	Marketing Products and Services	30
Unit 3	Employability Skills Profile and Professionalism	30
Total Hours		100

Grading Structure:

Practical Tasks and	25%
Quizzes, Tests, and Projects	40%
Employability Skills	35%
Total	100%

Unit/Topic/Module Descriptions:

Unit 1: Performing Client and Salon Responsibilities

Overview - The goal of this unit is to help students understand and develop professional practices and interpersonal skills that are essential for success in working with co-workers and clients. Topics included in this unit include:

- telephone etiquette
- scheduling of appointments
- professional etiquette
- salon policies and procedures

- basic math such as percentage and fractions
- revenue transactions

Curriculum Organizers: Professional Conduct

1. Performing Telephone Duties
2. Scheduling Appointments
3. Completing Financial Transactions
4. Interacting with Clients

Learning Outcomes:

It is expected that the student will:

1. Understand and apply the proper techniques and procedures for performing telephone duties in a professional manner including how to:
 - answer phone with a positive, clear and effective voice projection in a professional manner
 - determine nature of call
 - address client's need according to salon policies
 - relay messages to ensure client satisfaction
2. Understand and apply the proper techniques and procedures for scheduling appointments in a professional manner including how to:
 - collect information on services to allow for proper booking
 - estimate time required for service
 - provide general information, such as salon services offered, prices, and length of appointment
 - record client's information clearly in appointment booking system
3. Understand and apply the proper techniques and procedures for completing financial transactions in a professional manner including how to:
 - tabulate daily transactions accurately
 - perform calculations such as commissions, taxes and discounts
 - operate point-of-sale equipment such as cash register, debit machine and computer
 - handle money exchanged during transaction
4. Understand and apply the proper techniques and procedures for interacting with clients in a professional manner including how to:
 - greet client positively
 - demonstrate effective people skills
 - maintain a professional image to establish client rapport
 - provide necessary information such as waiting time, prices and availability of services
 - listen attentively to client comments and inquiries
 - collect information by questioning client to determine possible solutions or answers

- explain salon policies to address concerns
- resolve concerns and answer questions
- follow up to ensure client satisfaction

Unit 2: Marketing Products

Overview - The goal of this unit is teach students how to effectively market products in their salon including topics such as:

- types of professional salon products
- types of retail products
- inventory procedures such as computerized and manual
- product suppliers
- salon pricing policies
- types of display equipment such as shelves and racks
- display techniques such as window dressings
- types of marketing techniques such as advertising and word-of-mouth
- advertising methods such as business cards, emails, coupons and telephone book

Curriculum Organizers: Marketing Products

1. Maintaining Product Inventory
2. Pricing Products
3. Maintaining Product Displays
4. Promoting Product Sales
5. Promoting Services

Learning Outcomes:

It is expected that the student will:

1. Demonstrate the proper procedures and techniques for maintaining product inventory including how to:
 - count inventory physically and/or electronically to determine stock level
 - check stock levels to determine shortfall or surplus and make required adjustments
 - create product order according to salon policy to update stock levels
 - check stock against invoice to verify accuracy of shipment
 - rotate stock according to salon policy
 - track product sales according to salon policy to adjust inventory levels
 - track product use according to salon policy to maintain efficient inventory
2. Demonstrate the proper procedures and techniques for pricing products including how to:
 - mark-ups and mark-downs according to salon policy
 - operate pricing equipment

3. Demonstrate the proper procedures and techniques for maintaining product displays including how to:

- clean and organize product displays to maintain shelves and racks
- stock displays to maintain retail inventory

4. Demonstrate the proper procedures and techniques for promoting product sales including how to:

- create focal point by using signage, samples and posters to attract clients
- display products strategically to increase product visibility and sales
- educate clients, using product knowledge, to explain the features and benefits of professional products
- recommend products to clients to meet client needs

5. Demonstrate the proper procedures and techniques for promoting services including how to:

- advertise services to increase clientele
- up-sell additional services to client
- encourage client referral using methods such as word-of-mouth and business cards to increase clientele
- provide a list of services to inform clients
- follow up on marketing techniques by evaluating methods to adjust strategies
- set goals to achieve greater success such as client retention, short-term goals and increased income and business

Unit 3: Employability Skills Profiles

Overview - The goal of this unit is to help students understand and develop the skills and professionalism necessary to be success in the Hair Salon Industry including:

- an awareness of group dynamics and the effects on team performance
- how teams are created
- skills needed to be an effective team member
- personal and professional ethics
- employability skills profile

Curriculum Organizers: Employability Skills for Success

Learning Outcomes:

It is expected that the student will:

1. Identify and discuss interpersonal skills that contribute to the development of a strong team.
2. Discuss individual roles and responsibilities in creating effective teams.
3. Demonstrate being an effective team member.
4. Define personal ethics and professional ethics.
5. Discuss the relationship between personal ethics and professional ethics.

6. Discuss the Code of Professional Ethics.
7. Establish and define a personal system of moral principles and values which form the bases of personal ethics.

Instructional Strategies for Hairstylist (Cosmetology) Apprenticeship Program 12D:

Direct Instruction-Powerpoints on seeking employment, retailing and marketing strategies

Goal-setting class activity- including a SWOT analysis/chart which outlines: strengths, weaknesses, opportunities, and threats which can be used as a decision making tool and goal setting.

Hands-on practice includes demonstrating good work ethic and client relations daily in the salon.

Goal-Setting Activities-long term goals and creating plan to achieve them.

Workbook completion on related topics with rubrics.

Vocabulary development- worksheets, word games

Participatory Lecture- using powerpoints

Analysis and Critique of men's haircutting and facial hair design on mannequin/model- peer and instructor feedback

Financial analysis activity-how to set prices and at minimum break even

Retailing and marketing group activity- using marketing strategies to sell a found item (feedback and group discussion comes from this activity.)

Fieldtrip to a product manufacturer and see how products are made from conception to shelf. Students get to see the research labs, vats where products are mixed, and assembly line for packaging. (on availability from the manufacturer).

Team-building Activities-Fieldtrips, Hair Show

Assessment for Hairstylist (Cosmetology) Apprenticeship Program 12D:

Formative Assessment:

Participation in a Culminating Hair Show at Abbotsford Collegiate-showcasing theme-based original hair designs and styles by students enrolled in the program-instructor, industry and peer feedback

Self-analysis and critique-Instructor feedback

Peer-analysis and critique- peer and instructor feedback

Practical tasks (all aspects of hair design and employability skills) instructor feedback

Reflections (student generated) on experiences and knowledge understanding

Summative Assessment:

Financial analysis summative activity

Portfolio project- last project of the course. This portfolio proving learning in all areas of hairdressing skills as determined by industry standards as outlined in the Hairstylist (Cosmetology) Apprenticeship Program and also proves growth in the ability to self-assess, reflect, and think critically as taught in the Hairstylist (Cosmetology) Apprenticeship

Program . This is a compilation of best work and practices (photos, samples of work, etc) performed in the program.

Final Written Exam (ITA certification exam)