



# ENLIGHTIUM ACADEMY

Ignitia™ Career and Technical Education  
Electives

Introduction to Consumer Services

Enlightium Academy invites you to open the door to career and college readiness with Career and Technical Education (CTE) courses from Alpha Omega Publications - Ignitia™.

These rigorous, hands-on courses for grades 7-12 promote critical thinking, emphasize problem solving, and encourage students to take responsibility for their own learning. With 24 CTE courses divided into six clusters, these courses put students on practical paths to post-graduate success.

Should you have any questions about the curriculum, please contact [support@enlightiumacademy.com](mailto:support@enlightiumacademy.com) or call Enlightium Academy Customer Support at (866) 488-4818 ext. 2017.

If you have questions about technical support or product configuration, please see the information below for Alpha Omega Publications.

### **Alpha Omega Publications Technical Support**

Alpha Omega Publications' technical support is Ignitia™'s full-service technical support system. We exist to promote and preserve our customers' satisfaction. Our services include:

- Technical Support
- Product Configuration and Update Management

Please use the following information to contact Alpha Omega Publications' technical support:

**Online:**

Access our helpful Technical Support website simply by clicking on the life preserver located in the upper-right corner of any screen in our program!

**Telephone:**

Toll Free: 1-877-251-6662  
Monday –Friday 7 a.m. to 5 p.m. (CT)

### COURSE OVERVIEW

In this introductory Consumer Services course, students will analyze various career paths in terms of employment opportunities. Educational requirements, including applicable hard and soft skills, certifications, and licensures for different pathways, will be discussed. 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, as well as Biblical principles and standards. 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 of the impact of local, state, national, and global issues on consumer services.

#### Objectives

- Analyze careers in the consumer services industry in terms of employment opportunities, salary levels, education requirements, necessary skills, certification requirements, entrepreneurial opportunities, and employment outlook.
- Understand the importance of exhibiting ethical behavior and encourage coworkers to comply with ethical and legal responsibilities in the workplace.
- Identify common safety concerns in an organization and describe ways to promote safety in the workplace.
- Demonstrate active listening techniques to interpret information and ensure the clarity of the information.
- Understand the role and importance of consumer advocacy groups at national, state, and local levels.
- Define the roles of credit counselors and risk management specialists.
- Describe and evaluate design careers, writing careers, and related communications-based careers in translation and interpretation.
- Define the role of writers and editors in consumer services.
- Demonstrate an ability to clearly articulate the organization's policies, rules, and procedures.
- Describe the role of a public relations director and evaluate public relations careers within consumer services.
- Evaluate sales and related marketing careers in consumer services.

#### Introduction to Consumer Services Course Requirements:

Students should be computer literate at an intermediate level and have Internet access. Students should have basic research skills, as well as the ability to conduct online searches and access recommended Web sites. Basic math skills at the Algebra I level (arithmetic, ratios, graphing) are required. Intermediate-level proficiency with word processing, spreadsheet, and presentation software is highly encouraged, as is access to these programs for use in producing projects.

UNIT 1: INTRODUCTION TO CONSUMER SERVICES				
INTRODUCTION TO CONSUMER SERVICES	Assignment Titles			
	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.	Project: Special Project*
	6.	Project: Building a Portfolio	15.	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		

<b>INTRODUCTION TO CONSUMER SERVICES</b>	<b>UNIT 2: CUSTOMER SERVICE AND CONSUMER ADVOCACY</b>			
	<b>Assignment Titles</b>			
	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.	Project: Special Project*
	6.	Quiz 1: The Customer Service Representative	14.	Test
	7.	What is Consumer Advocacy?	15.	Course Project Part 2: Serving the Client*
	8.	Consumer Advocacy at Various Levels	16.	Glossary and Credits

<b>INTRODUCTION TO CONSUMER SERVICES</b>	<b>UNIT 3: COUNSELING, ADVISEMENT, EDUCATION</b>			
	<b>Assignment Titles</b>			
	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.	Project: Special Project*
	5.	Project: Building a Budget	14.	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			

<b>INTRODUCTION TO CONSUMER SERVICES</b>	<b>UNIT 4: CREATIVITY</b>			
	<b>Assignment Titles</b>			
	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.	Project: Special Project*
	6.	Quiz 1: The Designer	14.	Test
	7.	Writing and Editing	15.	Course Project Part 4: Building a Brand*
	8.	Translation and Interpretation	16.	Glossary and Credits

<b>INTRODUCTION TO CONSUMER SERVICES</b>	<b>UNIT 5: MANAGEMENT, SALES, PUBLIC RELATIONS</b>			
	<b>Assignment Titles</b>			
	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.	Project: Special Project*
	5.	Project: Developing a Training Presentation	14.	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			

<b>INTRODUCTION TO CONSUMER SERVICES</b>	<b>UNIT 6: COURSE REVIEW AND EXAM</b>		
	<b>Assignment Titles</b>		
	1.	Course Project Part 6: Our Town's Children, Inc. Annual Report 20XX*	2.
		3.	Exam

(\*) Indicates alternate assignment