

KTC Retail Marketing Students Learn Valuable Skills

For students in the KTC Retail Marketing class, Mondays and Fridays are a chance to work in the community. During the 2021-22 school year, they have partnered with Meijer and Old Navy, giving the students an opportunity for hands-on experiences working in different departments. Each week, four students go on this working field trip with Alicia Gonzalez, Retail Marketing CTE Specialist. A monthly schedule is posted, allowing students the experience of checking the schedule for when they will be going and planning ahead to make sure they are wearing the correct clothing.

“Meijer Monday” began in October. At the beginning of the year, the students voted on which department they would be most interested in and the top 5 areas became the departments they rotate through. Bakery has been the favorite. Student Eric Kraus shared, “In the Bakery, I like getting the cookies ready to go in the oven.” This was a task enjoyed by many students, along with placing the cookies in boxes so they can then be put on the store shelves. A favorite job for student Emily Rowden is in the Grocery Department. “My favorite thing is to restock and make sure the cereal aisle looks nice,” Emily said.



Friday field trips to Old Navy began in October. Students work in the backroom processing clothing to bring out to the sales floor. They also have processed online orders, straightened clearance sections (those bargain shoppers are messy!), stocked flip flops, put back clothing from the dressing room, and restocked departments. Student Kaylie Sayer said, “Old Navy is amazing! I have learned about facing, sizing and folding.” Working directly in the retail environment offers many opportunities and is a great extension of what students learn in the classroom. Student Andrew Swift shared, “I have learned to put things back where they belong. It’s called ‘recovery’.”

KTC Retail Marketing instructor Kyle Retan notices the difference it has made. “The students have built not only valuable retail skills but also confidence,” Kyle said. “Several students are even using these locations as their work-based learning (WBL) job site to start out the 2022-23 school year.”

To sum it all up, student Will Garcia said, “In general, they are both great places to get hands-on experience. You can also bond with classmates.” We are thankful for the amazing partnerships with Meijer and Old Navy!

