

**Consumer Studies
Course Outline
2011-2012
Arlene Johnson**

Unit 1 The Consumer as a Decision Maker & Employee Rights and Responsibilities

- Needs and Wants, Values and Goals, Standard of Living

Unit 2 The Consumer and the Business World

- Marketing, Advertising
- Characteristics of our modified free enterprise economy/business

Unit 3 Managing of Personal Resources

- Financial Institutions
- Credit
- Budgeting
- Savings and Investment

Unit 4 Effective Consumer Purchasing

- Foods and clothing
- Housing and furniture
- Transportation
- Insurance
- Health/Recreation

Unit 5 Consumer Protection

- Role of Government (Federal/Provincial), Departments and Agencies
- Private Consumer Protection Agencies, Self-Protection

Unit 6 Business as a Corporate Citizen

- Contributions to local area: Taxes, Sponsorships, Gifts

Evaluation

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| • Tests | 50% |
| • Assignments | 30% |
| • Chapter Questions / Activities | 15% |
| • Class Participation | 5% |