



Differentiated Instruction: Retail Council of Canada

Curriculum connection: Business Studies

Focus course: Marketing: Retail and Service (BMX3E)

We have developed the existing TDSB RCC resources into a teachable unit that incorporates DI through a variety of teaching strategies and assessment and evaluations to create a more engaging certificate program.

The actual content of the RCC material could not be adjusted as the end goal of the unit is that students are prepared to write the RCC exam and therefore need to be familiar and understand all of the material. However, not all students will be ready nor will have the desire to write the exam.

We have developed a unit that incorporates DI teaching and assessment and evaluation strategies through structured lessons that focus on enduring understandings and also include a selection of expectations outside of the course curriculum (in this case the more in depth RCC material).

The various DI activities reach a variety of multiple intelligences and can be modified to suit any secondary subject area.

Please note:

This resource is based on the student workbook that was developed for high school students by the Business Studies Department of the Toronto District School Board as a Student Success-Pathways initiative. It is adapted from the original curriculum, Retail Sales Associate Workbook, for the Canadian Retail Industry copyright © Retail Council of Canada/Canadian Tourism Human Resources Council.

For more information:

Retail Council of Canada
1255 Bay Street, Suite 800
Toronto, Ontario
Canada M5R 2A9
Telephone (416) 922-6678
E-mail: certification@retailcouncil.org