

Wisconsin Family and Consumer Sciences

Consumer Sciences (CS)

Students will integrate knowledge, skills, and practices needed for a career in consumer services. FCS.CS.1

A Analyze career paths within consumer service industries. FCS.CS.1.A

Beginning (b)

- 1 Identify careers in consumer service industries. FCS.CS.1.A.B.1
- 2 Describe opportunities for employment and entrepreneurial endeavors. FCS.CS.1.A.B.2
- 3 Introduce career paths in consumer services. FCS.CS.1.A.B.3
- 4 Discuss current events related to consumer services. FCS.CS.1.A.B.4
- 5 Identify personal strengths and achievements. FCS.CS.1.A.B.5
- 6 Recognize the role of professional organizations in consumer service professions. FCS.CS.1.A.B.6

Intermediate (i)

- 1 Classify roles and functions of individuals engaged in consumer service careers. FCS.CS.1.A.I.1
- 2 Explore opportunities for employment and entrepreneurial endeavors. FCS.CS.1.A.I.2
- 3 Examine education and training requirements and opportunities for career paths in consumer services. FCS.CS.1.A.I.3
- 4 Compare local, state, national, and global economies. FCS.CS.1.A.I.4
- 5 Compare the skills employers look for in careers within the consumer service industries. FCS.CS.1.A.I.5
- 6 Research professional organizations in consumer service professions. FCS.CS.1.A.I.6

Advanced (a)

- 1 Explain roles and functions of individuals engaged in consumer service careers. FCS.CS.1.A.A.1
- 2 Analyze opportunities for employment and entrepreneurial endeavors. FCS.CS.1.A.A.2
- 3 Summarize education and training requirements and opportunities for career paths in consumer services. FCS.CS.1.A.A.3
- 4 Analyze the effects of the consumer service industry on local, state, national, and global economies. FCS.CS.1.A.A.4
- 5 Create an employment portfolio to communicate skills needed for careers in consumer services. FCS.CS.1.A.A.5
- 6 Summarize the role of professional organizations in consumer service professions. FCS.CS.1.A.A.6

B Analyze factors that affect consumer advocacy. FCS.CS.1.B

Beginning (b)

- 1 Describe the role of advocacy groups at state and national levels. FCS.CS.1.B.B.1
- 2 Define consumer protection. FCS.CS.1.B.B.2
- 3 Identify skills needed to become an effective consumer advocate. FCS.CS.1.B.B.3
- 4 Differentiate between producer and consumer. FCS.CS.1.B.B.4
- 5 Identify the risks of consumer fraud. FCS.CS.1.B.B.5
- 6 List different forms of media. FCS.CS.1.B.B.6
- 7 Identify businesses in the local community. FCS.CS.1.B.B.7
- 8 Explain the use of educational and promotional materials. FCS.CS.1.B.B.8

Intermediate (i)

- 1 Investigate advocacy groups at state and national levels. FCS.CS.1.B.I.1
- 2 Illustrate how a bill becomes law. FCS.CS.1.B.I.2
- 3 List strategies that enable consumers to become advocates. FCS.CS.1.B.I.3
- 4 Discuss consumer protection. FCS.CS.1.B.I.4
- 5 Discuss the risks of consumer fraud. FCS.CS.1.B.I.5
- 6 Compare roles of media in consumer advocacy. FCS.CS.1.B.I.6
- 7 Discuss businesses at the state and national levels. FCS.CS.1.B.I.7
- 8 Produce educational and promotional materials in consumer advocacy. FCS.CS.1.B.I.8

Advanced (a)

- 1 Analyze the role of advocacy groups at state, national, and international levels. FCS.CS.1.B.A.1
- 2 Evaluate the contributions of policymakers to consumer advocacy. FCS.CS.1.B.A.2
- 3 Demonstrate strategies that enable consumers to become advocates. FCS.CS.1.B.A.3
- 4 Report the effects of consumer protection laws on advocacy. FCS.CS.1.B.A.4
- 5 Apply strategies to reduce the risk of consumer fraud. FCS.CS.1.B.A.5
- 6 Review the role of media in consumer advocacy. FCS.CS.1.B.A.6
- 7 Examine the effects of business and industry policies and procedures on advocacy. FCS.CS.1.B.A.7
- 8 Analyze the use of educational and promotional materials in consumer advocacy. FCS.CS.1.B.A.8

C Analyze factors in guiding development of long-term financial management plans. FCS.CS.1.C

Beginning (b)

- 1 Describe how the economy affects family, work, or career decisions. FCS.CS.1.C.B.1
- 2 Define the difference between a shortterm and a long-term goal. FCS.CS.1.C.B.2
- 3 Identify the effect of consumer credit in long-term financial planning. FCS.CS.1.C.B.3
- 4 Explain the importance of savings. FCS.CS.1.C.B.4
- 5 Introduce the possible risks of financial planning. FCS.CS.1.C.B.5
- 6 Label the different stages of the life cycle. FCS.CS.1.C.B.6
- 7 Identify the importance of financial planning. FCS.CS.1.C.B.7
- 8 Explore the importance of meeting financial deadlines. FCS.CS.1.C.B.8

Intermediate (i)

- 1 Explore the effects of the economy on personal income, individual and family security, and consumer decisions. FCS.CS.1.C.I.1
- 2 Choose short-term and long-term financial goals. FCS.CS.1.C.I.2
- 3 Examine the effect of consumer credit in long-term financial planning. FCS.CS.1.C.I.3
- 4 Illustrate investment and savings alternatives. FCS.CS.1.C.I.4
- 5 Illustrate strategies for long-term financial planning. FCS.CS.1.C.I.5
- 6 Describe financial situations for each stage of the life cycle. FCS.CS.1.C.I.6
- 7 Relate the role of estate planning to long-term financial planning. FCS.CS.1.C.I.7
- 8 Discuss how handling one's finances properly can help improve one's credit score and reduce rates on credit and insurance. FCS.CS.1.C.I.8

Advanced (a)

- 1 Explain the effects of the economy on personal income, individual and family security, and consumer decisions. FCS.CS.1.C.A.1
- 2 Demonstrate components of a financial planning process that reflect the distinction between needs, wants, values, goals, and economic resources for a variety of diverse populations. FCS.CS.1.C.A.2
- 3 Assess the effect of consumer credit on short- and long-term financial planning. FCS.CS.1.C.A.3
- 4 Compare investment and savings alternatives. FCS.CS.1.C.A.4
- 5 Critique the effects of riskmanagement strategies on long-term financial planning. FCS.CS.1.C.A.5

- 6 Analyze the effect of key life cycle transitions on financial planning. [FCS.CS.1.C.A.6](#)
- 7 Explain the role of estate planning in long-term financial planning. [FCS.CS.1.C.A.7](#)
- 8 Determine factors that influence establishing and maintaining a good credit rating and the effect of credit ratings on rates and terms for credit and insurance. [FCS.CS.1.C.A.8](#)

D Analyze resource consumption for conservation and waste management practices. FCS.CS.1.D

Beginning (b)

- 1 Describe the importance of keeping the environment clean. FCS.CS.1.D.B.1
- 2 Introduce the importance of recycling in the local community as well as other energy reduction resources. FCS.CS.1.D.B.2
- 3 Discuss strategies and practices to conserve energy and reduce waste. FCS.CS.1.D.B.3
- 4 Identify waste management issues. FCS.CS.1.D.B.4
- 5 Label roles of government, industry, and family in energy consumption. FCS.CS.1.D.B.5

Intermediate (i)

- 1 Illustrate sources of residential and commercial energy, water policy and usage, waste disposal, and pollution issues in the local environment. FCS.CS.1.D.I.1
- 2 Apply local, state, and national consumer programs and services, both private and governmental, to recycle and conserve energy and environmental resources. FCS.CS.1.D.I.2
- 3 Demonstrate strategies and practices to conserve energy and reduce waste. FCS.CS.1.D.I.3
- 4 Compare waste management issues and consequences for the next generation. FCS.CS.1.D.I.4
- 5 Illustrate historical circumstances that have led to the need for improved conservation and waste management policies. FCS.CS.1.D.I.5

Advanced (a)

- 1 Investigate sources and types of residential and commercial energy, water policy and usage, waste disposal, and pollution issues. FCS.CS.1.D.A.1
- 2 Evaluate local, state, and national consumer programs and services, both private and governmental, to recycle and conserve energy and environmental resources. FCS.CS.1.D.A.2
- 3 Explore strategies and practices to conserve energy and reduce waste. FCS.CS.1.D.A.3
- 4 Examine waste management issues. FCS.CS.1.D.A.4
- 5 Examine roles of government, industry, and family in energy consumption. FCS.CS.1.D.A.5

E Demonstrate skills needed for product development, testing, and presentation. FCS.CS.1.E

Beginning (b)

- 1 Explore market research and recognize its uses in product development. FCS.CS.1.E.B.1
- 2 Compare consumer products. FCS.CS.1.E.B.2
- 3 Demonstrate the marketing tools used to sell a product. FCS.CS.1.E.B.3
- 4 Identify a product and its purpose. FCS.CS.1.E.B.4
- 5 Show how to collect data. FCS.CS.1.E.B.5
- 6 Identify key components of a design. FCS.CS.1.E.B.6
- 7 Visualize new products. FCS.CS.1.E.B.7
- 8 Identify different marketing techniques. FCS.CS.1.E.B.8

Intermediate (i)

- 1 Classify market research strategies and their uses in product development. FCS.CS.1.E.I.1
- 2 Evaluate the needs met by consumer products. FCS.CS.1.E.I.2
- 3 Analyze a product for its marketing techniques. FCS.CS.1.E.I.3
- 4 Create a product using design thinking. FCS.CS.1.E.I.4
- 5 Model statistical analysis processes to interpret, summarize, and report data from product field tests. FCS.CS.1.E.I.5
- 6 Create a product that contains the components of a good design. FCS.CS.1.E.I.6
- 7 Analyze new product reviews. FCS.CS.1.E.I.7
- 8 Explain marketing and sales techniques to aid consumers in the selection of goods and services that meet consumer needs. FCS.CS.1.E.I.8

Advanced (a)

- 1 Conduct market research to determine consumer trends and product development needs. FCS.CS.1.E.A.1
- 2 Design or analyze a consumer product. FCS.CS.1.E.A.2
- 3 Analyze features, prices, product information, styles, and performance of consumer goods for potential global impact and trade-offs among the components. FCS.CS.1.E.A.3
- 4 Evaluate a product using valid and reliable testing procedures. FCS.CS.1.E.A.4
- 5 Apply statistical analysis processes to interpret, summarize, and report data from tests. FCS.CS.1.E.A.5
- 6 Evaluate the labeling, packaging, and support materials of consumer goods. FCS.CS.1.E.A.6

- 7 Demonstrate a plan to educate an audience about a new product on the consumer market. [FCS.CS.1.E.A.7](#)
- 8 Utilize appropriate marketing and sales techniques to aid consumers in the selection of goods and services that meet consumer needs. [FCS.CS.1.E.A.8](#)