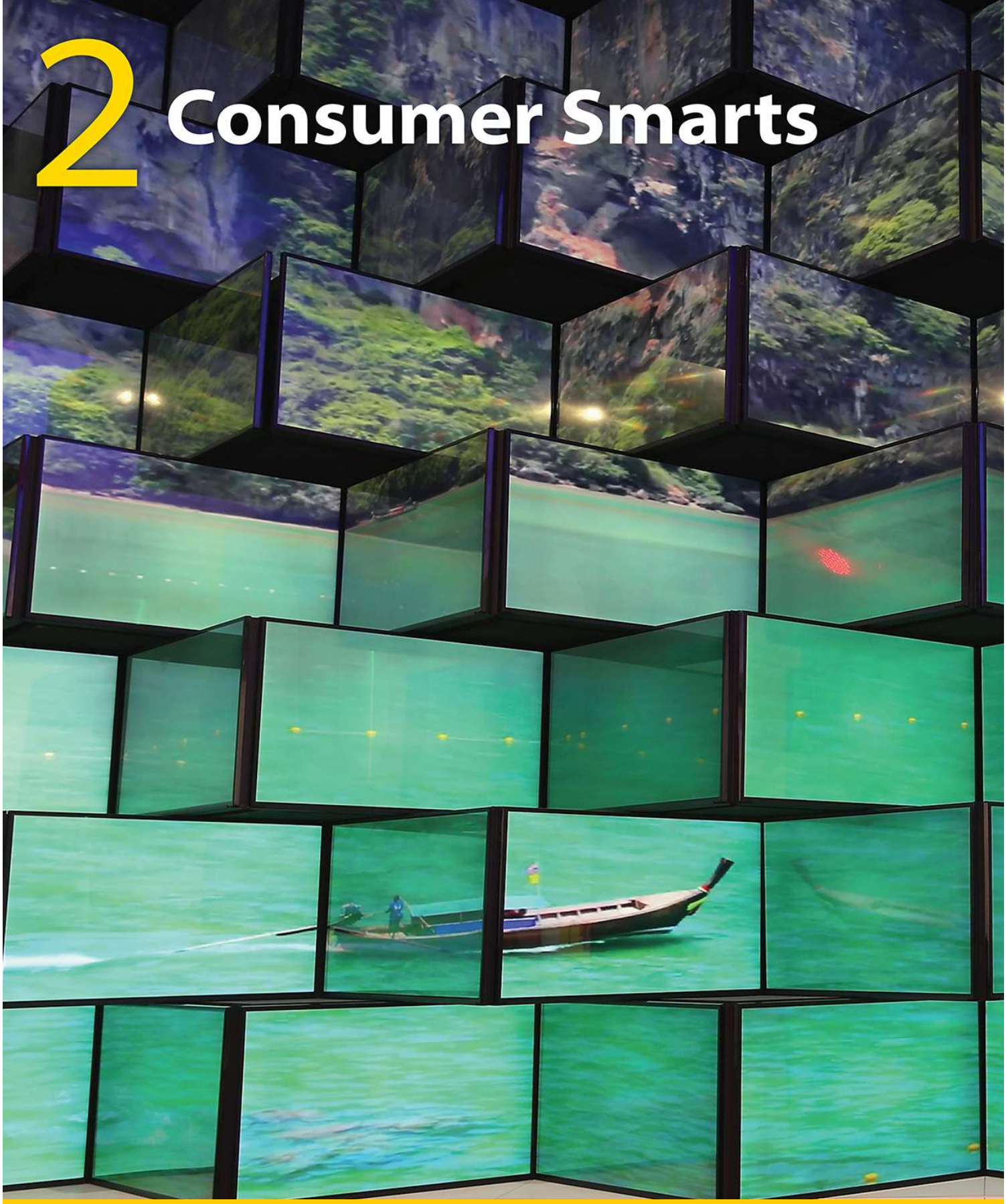
2 Consumer Smarts





UNIT OUTCOMES

- Identify places to purchase goods and services
- Interpret advertisements
- Compare products
- Identify and compare purchasing methods
- Make a smart purchase
- Learn about sales and marketing careers

Answer the questions.

1. Where is this person?
2. What goods can be purchased in this place?

A visitor looks at LED televisions on display at a home electronics and appliances trade fair in Berlin, Germany.

1. What is this display made out of?
2. Why do you think the person is taking a picture of it?
3. Does this marketing display make you more likely to buy a TV? Or is it just cool?

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LESSON 1

Shopping for Goods and Services

GOAL ▶ Identify places to purchase goods and services

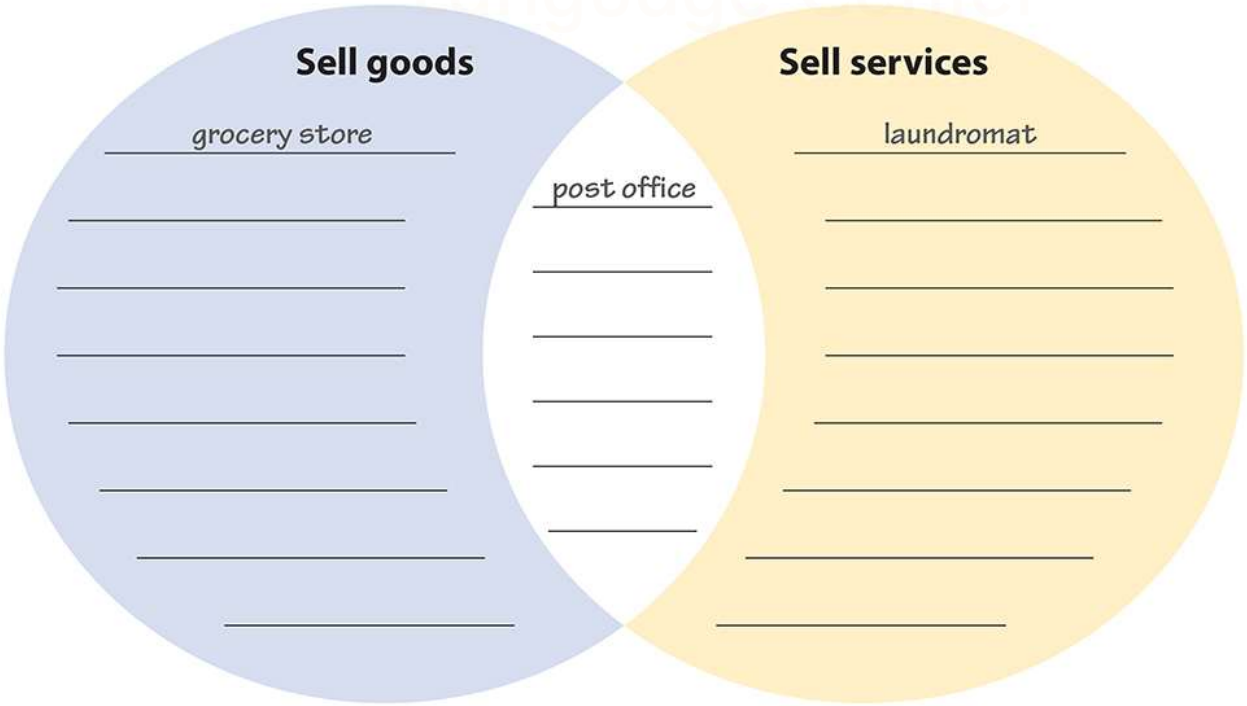
A **Look at the photos. What goods or services can you purchase at these places?**





B **CLASSIFY** **Which of the places below sell goods and which sell services? Which sell both? Complete the diagram.**

bank	dry cleaner	hair salon	pharmacy
car wash	gas station	jewelry store	~~post office~~
department store	~~grocery store~~	~~laundromat~~	tailor



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C **EXPLAIN** **Where can you purchase each of the following items? Write the places. Some items may have more than one answer. Check (✓) if this is an item you could / would buy online.**

1. medicine	pharmacy	yes ☐	no ☐
2. a table		yes ☐	no ☐
3. a notebook		yes ☐	no ☐
4. a bracelet		yes ☐	no ☐
5. boots		yes ☐	no ☐
6. a refrigerator		yes ☐	no ☐
7. bread		yes ☐	no ☐
8. motor oil		yes ☐	no ☐
9. a shirt		yes ☐	no ☐
10. stamps		yes ☐	no ☐

D **We use the expression to *get something done* when we talk about services we purchase. Study the chart with your teacher.**

To Get Something Done				
Subject	***Get***	**Object**	**Past Participle**	**Example Sentence**
I	get	my hair	cut.	I get my hair cut every month. (present)
She	got	her clothes	cleaned.	She got her clothes cleaned yesterday. (past)


Two entrepreneurs set up a dry cleaner where people can get their clothes cleaned.

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E **Where can you receive the following services?**

1. get your hair cut — hair salon
2. get your checks cashed _____
3. get your clothes repaired _____
4. get your car washed _____
5. get your car fixed _____
6. get your clothes washed _____

F **Answer the following questions in complete sentences. Listen and check your answers.**

1. Where do you get your hair cut?
   I get my hair cut at the hair salon.
2. Where did you get your prescription filled?
3. Where do you get your packages mailed?
4. Where did you get your keys made?
5. Where did you get your gas tank filled up?
6. Where do you get your clothes washed?

G **APPLY** **Imagine you are new to the neighborhood. Ask your partner questions about places in the area.**

EXAMPLE: **Student A:** Where can I get my car washed?
Student B: You can get your car washed at the car wash on Maple Street.

H **Think of a shopping center near your school or home. Go online and see what stores the shopping center has. Make a list to share with your class.**

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LESSON 2

Advertisements

GOAL ▶ Interpret advertisements

A FIND OUT **Discuss the following questions with your classmates.**

1. What are advertisements? Where can you find them?
2. What information can you find in advertisements?

Life ONLINE

It's important to see some things in person before buying, but to get the best price, consider purchasing online. Google's shopping filter will compare prices from different vendors. You can also add a coupon extension to your browsers that will automatically check all available discounts for a product before you check out.

B **Read the advertisements.**

1.



2.



3.



4.



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C **INTERPRET** **Read the ads. Find the word or phrase in the box. Match each with the correct meaning.**

warranty	installation	~~lowest price available~~	free	everything included	expire

1. starting from *lowest price available*
2. guarantee _____
3. no charge _____
4. to come to an end _____
5. all in one _____
6. to set up for use _____

D **Read the ads again and choose the correct answers.**

1. What does the oil change NOT include?
   - ☐ oil
   - ☐ oil filter
   - ☐ windshield wiper fluid
2. When does the offer expire for the oil change?
   - ☐ May 8th
   - ☐ August 8th
   - ☐ August 5th
3. What does the entertainment system not include?
   - ☐ live TV
   - ☐ music
   - ☐ speakers
4. How much is the entertainment system?
   - ☐ $150
   - ☐ $79.95
   - ☐ It doesn't say.
5. According to the ad, who is the entertainment system good for?
   - ☐ dads
   - ☐ kids
   - ☐ the entire family
6. What is for sale at the Music Factory outlet?
   - ☐ earbuds only
   - ☐ headphones only
   - ☐ earbuds and headphones
7. What is the discount at Music Outlet?
   - ☐ $79
   - ☐ $110
   - ☐ 30-70%
8. What is the regular price of the bikes?
   - ☐ $150.00
   - ☐ $299.00
   - ☐ $250.00
9. How much are the bikes discounted?
   - ☐ $25
   - ☐ 25%
   - ☐ $37.00
10. Which item(s) come with a warranty?
    - ☐ entertainment systems
    - ☐ bicycles
    - ☐ entertainment systems and bicycles

E **REFLECT** **Which product do you like the best? Why?**

_____

_____

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F Read the two ads and complete the table.





Cleaning Services		
Company	Happy Helpers	Kate's Cleaners
Phone Number		
Product or Service		
Price		
Discounts		
Other Information		

G **JUSTIFY** Which cleaning service would you choose? Why?

_____

_____

H Choose a product or service you want to sell. On a separate piece of paper, create a similar chart to the one in F and complete it.

I **APPLY** Find some online ads. What special offers do they include?

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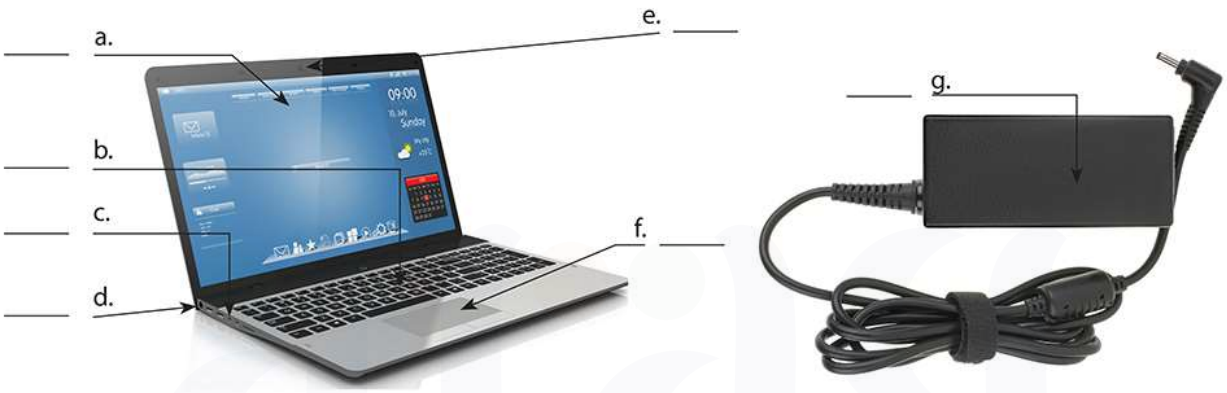
LESSON 3

Making Comparisons

GOAL ▸ Compare products

A **IDENTIFY** **Label the different parts of the laptop. Write the numbers.**

1. headphones jack	2. power cable socket	3. power cable	4. touchpad
5. keyboard	6. display	7. camera	



B **What should you look for when you buy a laptop? Point to the adjectives.**

Weight: Is the computer heavy or light? **Price:** Is the computer expensive or cheap?

Display: Is the screen large or small? **Hard Drive:** Is the hard drive big or small?

Memory: How much memory does the computer have?

C **DESCRIBE** **Use the adjectives from B to talk about the laptops in the table.**

EXAMPLE: The JCN laptop has a large display.

	JCN	Doshiba	Vintel	Shepland	Kontaq
Price	$1,310	$248	$695	$1,350	$469
Display size	17.3″	14″	14″	13.5″	15.6″
Weight	5.6 lbs	3.96 lbs	3.52 lbs	3.06 lbs	3.75 lbs
Memory	16GB	4GB	12GB	16GB	8GB
Hard drive	512GB	64GB	256GB	512GB	128GB
Battery life	10 hours	14 hours	10 hours	17 hours	5.5 hours
Touchscreen	No	No	Yes	Yes	No

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D **Study the chart with your classmates and teacher.**

Comparatives				
	Adjective	**Comparative**	**Rule**	**Example Sentence**
Short Adjectives	cheap	cheap**er**	Add *-er* to the end of the adjective.	Your computer was *cheaper* than my computer.
Long Adjectives	expensive	**more** expensive	Add *more* before the adjective.	The new computer was *more expensive* than the old one.
Irregular Adjectives	good, bad	**better, worse**	These adjectives are irregular.	The computer at school is *better* than this one.
Remember to use *than* after a comparative adjective followed by a noun.				

E **Use the rules in D and the spelling rules to make comparative adjectives.**

1. slow slower
2. small _____
3. wide _____
4. big _____
5. heavy _____
6. fast _____
7. beautiful _____
8. interesting _____

Spelling Rules

hot → **hotter**
easy → **easier**
large → **larger**
pretty → **prettier**

F **Make comparative sentences about the laptops in C. Listen and check your answers.**

1. The Kontaq / expensive / Vintel

_____

2. The JCN's battery life / long / the Kontaq's battery life

_____

3. The Doshiba / heavy / the Vintel

_____

4. The JCN's hard drive / big / the Kontaq's hard drive

_____

G **EVALUATE** **Talk to your partner. Which laptop in C would you buy? Using comparatives, give three reasons for your choice.**

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H **Study the chart with your teacher.**

Superlatives				
	Adjective	**Superlative**	**Rule**	**Example Sentence**
Short Adjectives	cheap	**the** cheap**est**	Add *the* before and *-est* to the end of the adjective.	Your computer is **the cheapest.**
Long Adjectives	expensive	**the most** expensive	Add *the most* before the adjective.	He bought **the most expensive** computer in the store.
Irregular Adjectives	good, bad	**the best, the worst**	These adjectives are irregular.	The computers at school are **the best.**
Always use *the* before a superlative.				

I **Use the rules in H and the spelling rules to make superlative adjectives.**

1. slow *the slowest*
2. small _____
3. wide _____
4. big _____
5. heavy _____
6. fast _____
7. beautiful _____
8. interesting _____

Spelling Rules

hot → **the hottest**
easy → **the easiest**
large → **the largest**
pretty → **the prettiest**

J **Make superlative sentences about the laptops in C.**

1. large *The JCN laptop has the largest display.*
2. expensive _____
3. cheap _____
4. light _____
5. long battery life _____
6. small hard drive _____

K **APPLY** **Write six questions about the laptops in C using comparatives and superlatives in your notebook. Ask your classmates to answer your questions. Then discuss which laptop you would get. Remember to discuss what you would use it for. Is it for web browsing, email, games, or for editing photos? Don't forget to think about the accessories you will need.**

EXAMPLE: Which laptop is faster, the JCN or the Vintel?

_____

_____

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LESSON 4

Cash or Charge?

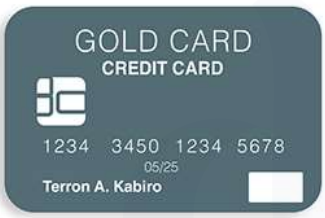
GOAL ▶ Identify and compare purchasing methods

A **IDENTIFY** **Terron uses four different ways to make purchases. What are they?**











B **Write the correct word next to its description. You will use some of the items twice.**

cash	credit card	debit card	online payment	personal check

1. This is a written request to your bank asking them to pay money out of your account. _____
2. This allows you to borrow money to make purchases. _____
3. Coins and bills are this. _____
4. This allows a store to take money directly from your account to pay for purchases. _____
5. This allows you to buy now and pay later. _____
6. You can get cash out of the ATM with this. _____
7. You can use your phone to do this. _____

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C **COMPARE** **Talk about the advantages and disadvantages of each purchasing method. Use the conversation below as a model. Then complete the table.**

Student A: Cash is good because it is quick and easy.

Student B: Yes, but if you lose cash, you cannot replace it.

Life ONLINE

What are the benefits of making online payments? The money can arrive quickly. You don't have to pay for a stamp. It is more secure (your mail could get stolen). Can you think of some other benefits?

	Cash	Credit Card	Debit Card	Personal Check
Advantages	*quick and easy*			
Disadvantages	*can't replace*			

D **Talk to a partner about the purchasing method you prefer and why.**

E **Listen to Terron and his wife, Leilani, talk about purchasing methods. Make a list of the things they say they *have* to do and *must* do.**

Have to	*Must*

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F **We use *must* and *have* to when something is necessary. *Must* is a little stronger than *have* to. Study the chart below with your teacher.**

Must vs. *Have to*			
Subject	**Modal**	**Base Verb**	**Example Sentence**
I / You / We / They	have to must	save pay off	I **have to** save money for a vacation. I **must** pay off my credit card every month.
He / She / It	has to must	keep	She **has to** keep track of her money. He **must** keep track of his money.

G **Complete each statement with the correct form of *must* or *have to* and a verb from the box.**

check	keep	make	pay	put

1. You must pay your bills if you want a good credit history.
2. You _____ _____ your cash in a safe place.
3. You _____ _____ track of the online payments you make.
4. You _____ _____ the minimum amount on your credit card every month.
5. You _____ _____ sure you have enough money in the bank when you write a personal check.
6. You _____ _____ your balance before you get cash out of an ATM.

H **APPLY** **Choose one purchasing method and write a paragraph in your notebook on why you think it is better than the rest. Use one of the topic sentences below to get you started. Use comparative and superlative adjectives.**

Topic Sentence 1: The best purchasing method is always cash.

Topic Sentence 2: I use a debit card to make purchases.

Topic Sentence 3: Personal checks are the best way to purchase items.

Topic Sentence 4: In my opinion, you should always use credit cards to make purchases.

Topic Sentence 5: Online payments make life easier.

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LESSON 5

Think before You Buy

GOAL ▶ Make a smart purchase

A **Read about making smart purchases.**

You make a smart purchase when you think and plan before you buy something. First of all, you make a decision to buy something. This is the easy part. The second step is comparison shopping. You comparison shop by reading advertisements, going to different stores, and talking to friends and family. Third, you choose which product you are going to buy.

Do you have enough money to buy this product? If you don't, the next step is to start saving. This may take a while depending on how much you need to save. Once you have enough money, you are ready to make your purchase. If you follow these steps to make a purchase, you will be a smart consumer. And smart consumers make smart purchases!

B **SEQUENCE** **Order the steps from 1 to 5 according to the text above.**

_____	make the purchase	_____	read advertisements
1	decide to buy something	_____	choose the best deal
_____	save money		

C **Rewrite the steps in B after the words below.**

First, *decide to buy something* _____.

Second, _____.

Next, _____.

Then, _____.

Finally, _____.



A busy day on Fifth Ave. in New York City

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D ***Sequencing transitions*** **are used to describe stages of a process. Study the examples in the box.**

First,	First of all,	Second,	Second of all,	Third,
Fourth,	Next,	Then,	Lastly,	Finally,

E **Put the steps in the correct order.**

You
Use *you* to talk about people in general.

_____ You decide to buy it.

_____ You find out the price.

__1__ You see something in a store you want to buy.

_____ You decide to use your credit card.

_____ You think about if you have enough money to pay for it or not.

_____ You pay for it.

_____ You think about if you want to pay cash or use your credit card.

F **APPLY** **Add sequencing transitions to the steps above to write a paragraph about making a smart purchase.**

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G **APPLY** Imagine you are going to buy a laptop. In groups, decide on a list of considerations to make a smart purchase.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

H **COMPOSE** Write a paragraph about buying a laptop. Use sequencing transitions.

_____

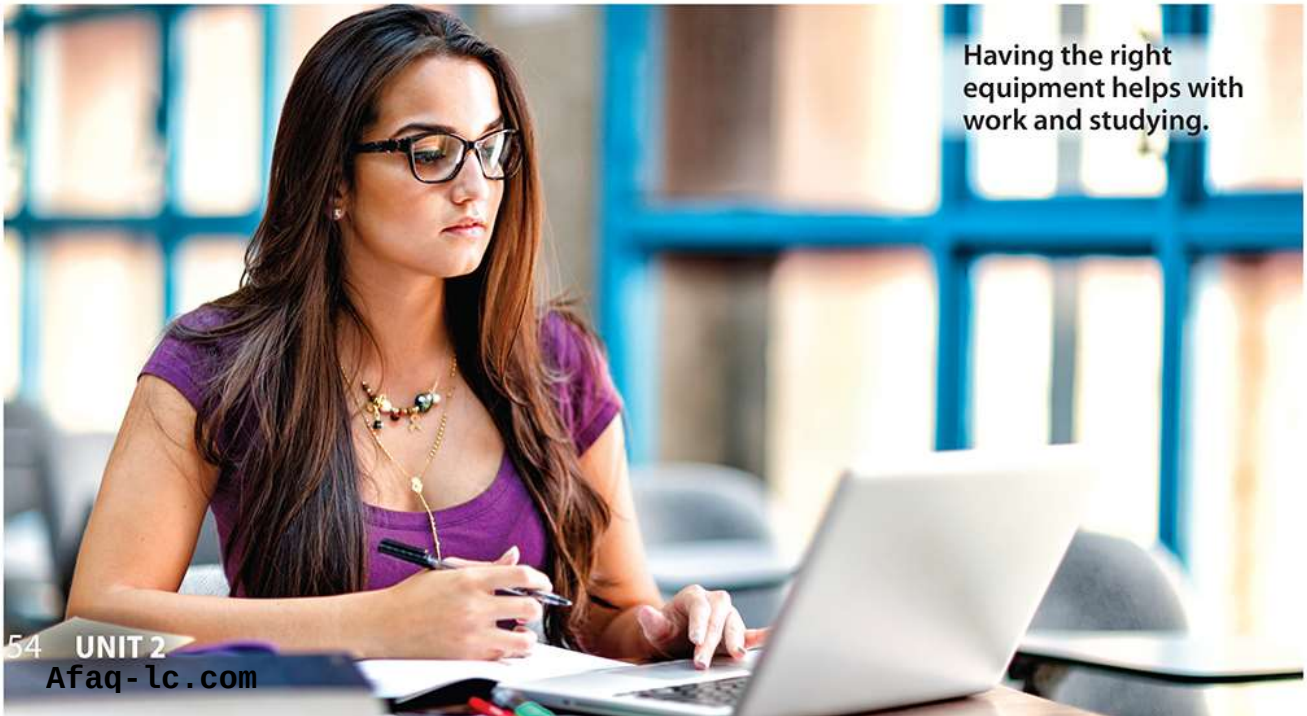
_____

_____

_____

_____

_____



Having the right equipment helps with work and studying.

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LESSON 6

Explore the Workforce

GOAL ▶ Learn about sales and marketing careers

A **COMPARE** **What is the difference between *Sales* and *Marketing*? Discuss with a group. Then read.**

What is Marketing?	What are Careers in Sales?
Marketing is advertising, sales strategies, and media planning. These create brand awareness to sell a product or service. Marketing could be traditional, such as radio, television and billboard ads, or more modern strategies, such as internet ads and social media.	Careers in sales involve selling a product or service. Salespeople are good at promoting the best features of a product to the consumer. Both marketing and sales careers require people who understand the target audience and the consumer's decision-making process.

B **ANALYZE** **Look at the chart. Which are the worst / best paid jobs?**

Common Sales and Marketing Jobs	
JOB	NATIONAL AVERAGE SALARY
Retail Sales Associate	$25,251 / year
Telemarketer	$27,602 / year
Social Media Manager	$44,689 / year
Marketing Specialist	$50,818 / year
Copywriter	$55,648 / year
Sales Representative	$58,722 / year
Insurance Agent	$59,430 / year
Marketing Manager	$67,791 / year
Sales Manager	$76,022 / year
Product Manager	$106,415 year

Useful terms

brand: the name of the company with their logo is the "brand"

brand awareness: how familiar a consumer is with a brand or its products

consumer: the person buying the product or service

target audience: the specific type of person who will buy a product. For example, older people with hearing loss are the "target audience" for hearing aids.

C **Discuss with a partner. What do you think the people in these jobs do?**

EXAMPLE: I think an Insurance Agent sells insurance.

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D **What do you think a sales manager does? Listen and complete the job description below.**

Job Description: Sales Manager

Salary: _____

Duties: A sales manager is in charge of a _____ of sales associates and _____ them achieve their _____ _____. A sales manager finds, _____, and _____ new _____. Sales managers check on the _____ of their associates and _____ if they need it. They also _____ sales _____ and make sure the _____ are satisfied.

E **What traits are needed to be a good sales manager? Circle the traits below.**

motivated	reliable	organized	outgoing	friendly
detail-oriented	tech-savvy	calm	responsible	hard-working
independent	creative	reserved	honest	ambitious

F **REFLECT** **Do you think you would be a good sales manager? Why or why not? Write a few sentences and then share with a partner.**

_____

_____

_____

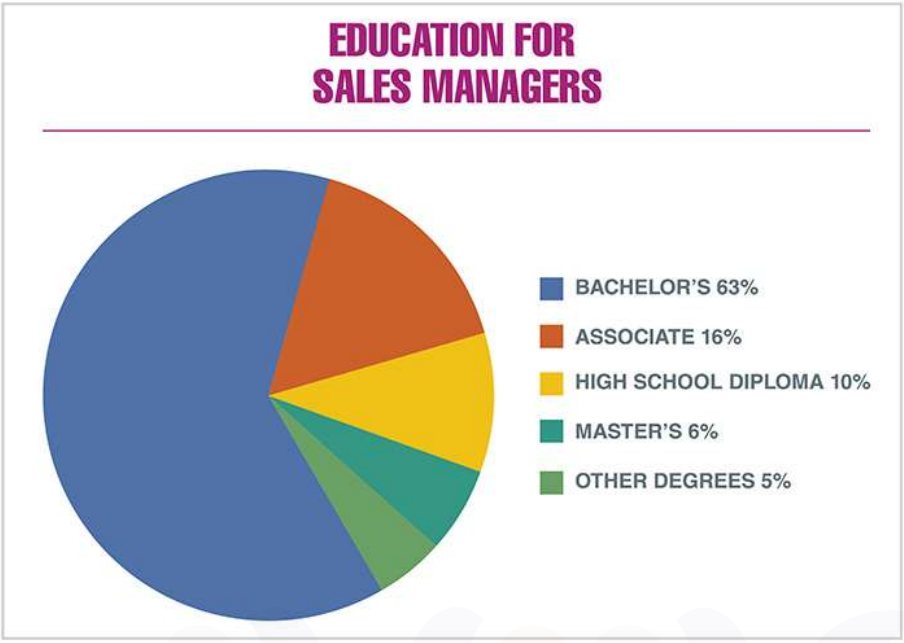
_____

G **Review the different types of degrees in the Pre-Unit. Complete the chart.**

Education	Number of Years to Complete
High School Diploma	4
Associate Degree	
Bachelor's Degree	
Master's Degree	

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H **INTERPRET** **Look at the pie chart below. What information can you find in the chart?**



I **Choose the correct answer.**

1. _____ of sales managers have only a high school diploma.

   a. 63% b. 16% c. 10% d. 6%

2. Many sales managers have a _____ .

   a. Bachelor's degree b. Associate degree c. Master's degree d. high school diploma

3. You need to get a Master's degree to be a sales manager.

   a. True b. False

4. _____ of sales managers have an Associate degree.

   a. 63% b. 16% c. 10% d. 6%

J **Go online and find a job advertisement for a sales manager. Answer the following questions.**

1. What is the job title?
2. Where is the job?
3. Is it full-time or part-time?
4. What is the salary range?
5. What experience does the job need?

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Review

A **Where can you purchase the following goods or services? Write the places below.**

1. shampoo _____
2. soccer ball _____
3. stamps _____
4. prescription refill _____
5. washing machine _____
6. fruit _____
7. clothes cleaned _____
8. shoes _____

B **Write the present form of *get* and the past participle of the verb in parentheses.**

1. He gets his car washed at the local car wash. (wash)
2. She _____ her hair _____ at the hair salon. (cut)
3. He _____ his car _____ at the automotive shop. (fix)
4. They _____ their clothes _____ at the dry cleaners. (clean)

C **Read the ads from two car dealerships and answer the questions below.**



1. Which car is cheaper? _____
2. What is good about the offer from Hill's? _____
3. What is good about the offer from Albilene? _____
4. Which dealership would you buy from? _____
   Why? _____

Learner Log

I can identify places to purchase goods and services. ☐ Yes ☐ No ☐ Maybe

I can interpret advertisements. ☐ Yes ☐ No ☐ Maybe

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D **Complete the following statements with a comparative or a superlative adjective. Use *than* where necessary.**

1. My new watch was cheaper than my old watch. (cheap)
2. This computer is _____ one in the store. (fast)
3. That mirror is _____ the one we have now. (tall)
4. This box is much _____ that one. What's in it? (heavy)
5. _____ paintings in the world are painted by that artist. (beautiful)
6. Do you think that the book is _____ the movie? (interesting)
7. I always pay by credit card. It's _____ way to pay. (easy)
8. My neighbor's house is _____ our house. (big)
9. Do you think this car is _____ the one you have? (good)

E **Imagine that you are going to buy a new car—your dream car. Write sentences comparing your old car to your new car.**

My new car is faster than my old car.

F **What is the best restaurant in your neighborhood? Write sentences comparing this restaurant to all the other restaurants in the neighborhood.**

Talk and Wok has the friendliest service in the neighborhood.

Learner Log

I can compare products.

☐ Yes ☐ No ☐ Maybe

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Review

G **Write a sentence about each of the following purchasing methods. Use *must* or *have to*.**

1. cashier's check: You must be careful not to lose a cashier's check.
2. cash: _____
3. personal check: _____
4. online payment: _____
5. credit card: _____

H **Imagine that your friend is going to buy a new television. What steps would you tell him or her to take? Write them below.**

1. _____
2. _____
3. _____
4. _____
5. _____

I **Write a paragraph using the steps you wrote above. Use sequencing transitions.**

_____

_____

_____

_____

J **Choose four new words from this unit. Write each word and an example sentence on an index card. Study the words while you are traveling to school or eating your breakfast.**



Learner Log

I can identify and compare purchasing methods.
☐ Yes ☐ No ☐ Maybe

I can make a smart purchase.
☐ Yes ☐ No ☐ Maybe

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Two Advertisements and a Purchase Plan

SOFT SKILL ▶ Presentation

1. Form a team of four or five students. Choose positions for each member of your team.

Position	Job Description	Student Name(s)
Student 1: **Team Leader**	Check that everyone speaks English. Check that everyone participates.	
Student 2: **Secretary**	Write the advertisement with help from the team. Take notes for the team.	
Student 3: **Designer**	Design an advertisement layout.	
Students 4/5: **Spokespeople**	Plan presentations.	

Part 1—Create Advertisements

1. Create two different advertisements for the same product or service.
2. Present your ads to the class and then display them in the classroom.

Part 2—Create a Purchase Plan

1. Take time to evaluate and choose a product or service to buy from all the ads on the wall.
2. Compare two of the ads, writing four comparative statements about why one is better than the other.
3. Choose one product or service to buy and write a purchase plan—the considerations needed to make a smart purchase.
4. Present your comparisons and purchase plan to the class.

Presentation:

Plan Your Presentation

Your presentation should be more than just reading from your notes. Each person should choose one part to present. Choose what is interesting to you, and find a way to make it interesting to your listeners.

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Reading Challenge

A **PREDICT** **Look at the company's logo in the photo. What do you think it is a picture of? What types of food and drink do you think they serve at this café?**

B **Match the vocabulary word to its correct meaning.**

_____ 1. brunch	a. money that a person gets if he or she loses his or her job
_____ 2. pandemic	b. evidence that something is true
_____ 3. unemployment	c. a meal that combines breakfast and lunch
_____ 4. proof	d. a disease that happens to people all over the world

C **Read the text.**

D **SEQUENCE** **Put the events in the correct order.**

_____ Carolina collected unemployment.

__1__ Carolina lived in Guatemala City.

_____ Carolina lost her job.

_____ Carolina worked as a housekeeper.

_____ Carolina built her café.

_____ Carolina found a chef and business partner.

_____ Carolina crossed the border with her mother.

_____ Carolina opened Tikal Café.

E **On a separate piece of paper, rewrite the sentences in D in the correct order, adding in extra details from the text. Sometimes, change the name Carolina to "she" to avoid too much repetition and add transitions like *such as*, *then*, *next*, etc.**

EXAMPLE: Carolina lived in Guatemala City. In 2008, she came to the US with her mother. Then...

F **EXPAND** **Imagine you are planning a visit to Brooklyn for brunch. What would you order?**

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Rising to the Challenge

Tikal Café is a brunch and coffee shop located in Brooklyn, New York. If you go to its website, you will see delicious menu items such as Avocado Toast, Winter Porridge, a Walnut Pesto Quesadilla and Coconut Yogurt. You can drink Matcha, Iced Lavender Lattes, or Cold Brew Coffee. But what you won't see on the website is that the café is owned by an immigrant, Carolina Hernandez from Guatemala.

Carolina is from Guatemala City, Guatemala, and came to the US with her mother in 2008. For over 10 years, she worked two to three jobs so she could save up enough money to open her own business. Sometimes, she worked 18-hour days. She used the money from her housekeeping job to survive and pay her bills. And she used the money from her food serving job to save for her dream.

Unfortunately, when the pandemic hit in 2020, she lost all of her jobs. She was able to collect unemployment, but she wasn't happy. Carolina was a hard worker and wanted to work to earn her money, not sit on the couch and watch Netflix. So, she found a business partner, who is now the chef at the café, and picked out a location close to her home. She started with an empty space and eventually built Tikal Café, a neighborhood spot where locals can come to enjoy a cup of coffee and a delicious meal. From housekeeper to restaurant owner—Carolina is living proof of the American Dream.



Carolina Hernandez's hard work made her dream come true.

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