

Name _____

Section _____

www.jcpenney.com

An EFL lesson created from the web site

2-3 class periods

Low-Intermediate

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The latest version of this lesson, and similar lessons by Scott South, are at iteslj.org/t/ws/

JC Penney is one of the major medium-market department store chains based in the U.S. JC Penney stores can be found in most shopping malls in the United States and also in many places around the world. At this web site, students will not only browse but also simulate several purchases from different departments and then calculate the total price.



What should I do?

1. Go to www.jcpenney.com/
2. Click on Store Locator to find the address of the JC Penney store (NOT Eckerd) nearest the Zip Code 77521 in the city of Baytown, in the state of Texas. Write the address below:

VOCABULARY TIP

Any important words you don't understand?

Go to www.wordcentral.com/ or www.dictionary.com

3. Click on About Us, then **JC Penney History**, then **short history of JCPenney**.
When was the company founded (begun)? _____

What was the name of the very first store? The _____

4. Now let's go shopping!

Find a **men's dress shirt**. How much is it? \$_____ to \$_____

Write the name of it here (Example: "Stafford Executive Cotton Wrinkle Free Pinpoints") _____

5. Choose a **sweater** in the men's or women's clothing department. How much does it cost? \$_____

Write the name of it here:

(Example: the name of this one on the right is Concrete Fair Isle Jacquard Crewneck)



Save 42% on
Concrete@
Fair Isle
Jacquard
Crewneck
~~\$29.00~~ -
\$32.00

6. Next we'd like you to find a television and "put it in your shopping bag." To find TVs, you have to go back to the home page and click on two links:

First link	
2nd link	

Now, find a big-screen TV (at least 32") and fill in the following information in the boxes:

Brand name (Sony, etc.)	
Price	\$
Size of screen (example: 36")	

7. Next you will "buy" **THREE MORE** items and **write them in the boxes below**. Here is the way to do it:

- (a) First, select your items the same way you did in #10. Choose anything you like such as clothes, furniture, etc.
- (b) When you have found the item you want, click on **Add to bag**. Make sure the “Enter quantity” box says **1**. When the dialogue box pops up to ask you for your zip code, just cancel it.
- (c) Next, click on **view shopping bag/checkout**. You should see a confirmation of your item, along with the price.
- (d) Then click on **Continue shopping**.
- (e) Select and process your second and third items the same way.
- (f) When you click on **view shopping bag/checkout** for the last time, you’ll see your **subtotal**.

Now, fill in the information:

Name of item	Price
1.	\$
2.	\$
3.	\$
Subtotal	\$

**Now, print out the LAST shopping bag page (if possible).
Attach it to this lesson.**

8. Go back to the JCPenney home page. Which two links would you choose if you would like to **work** for JCP?

1.
2.

9. On the left side in that second link you will see eight kinds of jobs. Copy **the first five types** of jobs.

1.	
2.	
3.	
4.	
5.	

--end of lesson--.

www.jcpenney.com
answers (for instructor)

- 2. San Jacinto Mall,
2000 San Jacinto Mall
Baytown, TX 77521
- 3. 1902, in Kemmerer, Wyoming; store name: The Golden Rule
- 4/5. Variable answers
- 6.

First,	Electronics & music
Second,	Televisions

- 7. Variable
- 8. About Us/Career Opportunities
- 9.

1.	Home office
2.	Information technology
3.	Catalog/internet & logistics
4.	Call centers
5.	Field logistics