Fashion Marketing

8140 36 weeks

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Acknowledgments

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Course Description

Suggested Grade Level: 10 or 11 or 12

This course leads students into the exciting and ever-changing world of fashion. Students gain knowledge of marketing as it relates to the fashion industry. From brick-and-mortar retail establishments to online retail and social media marketing, students will explore aspects such as trends, technology, the buying process, visual merchandising, the nature and history of fashion and fashion designers, and the global impact of the fashion industry on the economy. Academic skills related to the content are part of this course.

Task Essentials Table

- Tasks/competencies designated by plus icons (+) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (◯) are optional
- Tasks/competencies designated by minus icons (◯) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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<td>Exploring the Nature and History of Fashion</td>
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<tr>
<td>39</td>
<td>+</td>
<td>Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, and home fashions.</td>
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<td>40</td>
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<td>Identify the components of fashion.</td>
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<td>Examine the history of fashion in the 20th century.</td>
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<td>Identify the characteristics of natural and man-made fibers.</td>
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<td>Identify basic garment and footwear silhouettes and styles.</td>
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<td>Explain the principles of color psychology.</td>
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<td>Explain the purpose of the color wheel.</td>
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<tr>
<td>Understanding Economic and Marketing Concepts</td>
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<td>Explain economic goods and services.</td>
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<td>Describe the marketing mix.</td>
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<td>Explain the concept of branding.</td>
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<td>Exploring Fashion Retailing</td>
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<td>Identify customer buying motives.</td>
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<td>Describe methods used to encourage customer retention.</td>
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**Developing Employability Skills**

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<td>Complete a job application.</td>
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**Planning a Career in Fashion**

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<td>Describe entry-level positions in fashion.</td>
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**Preparation for Industry Certification**

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<td>100</td>
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<td>Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course.</td>
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<td>Identify testing skills/strategies for a certification examination.</td>
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<td>102</td>
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<td>Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).</td>
</tr>
<tr>
<td>103</td>
<td>❌</td>
<td>Successfully complete an industry certification representative of skills learned in this course.</td>
</tr>
</tbody>
</table>

Legend: ✦ Essential  ○ Non-essential  ❌ Omitted

**Curriculum Framework**

**Exploring the Nature and History of Fashion**

**Task Number 39**
Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, and home fashions.

Definition

Explanation should include the concept that fashion

- is widely accepted by a specific group at a given time
- encompasses areas such as apparel, accessories, health and beauty, and home fashions
- is constantly changing.

Explanation should also include examples of fashion in the areas of apparel, accessories, health and beauty, and home fashions.

Process/Skill Questions

- How does fashion influence apparel and accessories? Home decorating products? Health and beauty products and services?
- How do lifestyle trends influence fashion, especially in the areas of apparel, accessories, and health and beauty products?
- How can personality traits affect the selection of apparel, accessories, home fashion, and health and beauty products?
- Why do people select certain clothes?
- How do the concepts of individuality and conformity affect apparel choices?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Task Number 40

Identify the components of fashion.

Definition

Identification should include

- silhouette (shape)
- detail
• color
• texture
• line
• functionality.

Process/Skill Questions

• How do apparel and accessory designers use components of fashion to adapt their current fashion lines?
• How might the components of fashion apply to home fashion?
• How might the components of fashion apply to health and beauty products?
• How does globalization affect the components of fashion?
• How does the accessibility of certain materials affect the vision for design?
• How does line direction affect the overall look of a design?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 41

Explain the importance of fashion.

Definition

Explanation should include the concept that fashion satisfies social, physical, cultural, and personal needs, wants, and values. Explanation should also include the importance of fashion in the global economy.

Process/Skill Questions

• What cultural and religious factors influence fashion?
• How does peer pressure affect fashion choices?
• How is fashion used for group identification?
• How does economic status influence the way we dress?
• How has technology affected the fashion industry?

National MBAResearch Standards-Business Administration

Understand the nature of business to show its contributions to society.
Task Number 42

Examine the history of fashion in the 20th century.

Definition

Examination should include research on significant decades in 20th century fashion, including the influence of historical figures and events.

Process/Skill Questions

• How has technology changed the speed of fashion acceptance?
• What garments from past fashion eras are popular today?
• What effect does war have on fashion?

National MBA Research Standards - Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 43

Describe the influences that economic, demographic, social, political, geographic, and psychological factors have had on fashion.

Definition

Description should include factors such as the women's movement, immigration, American migration, segregation, war and disasters, economic cycles, movies, pop-culture figures, and demographic phenomena such as Generation X.

Process/Skill Questions

• Who in the entertainment industry has influenced fashion trends? What influences have these individuals had on fashion?
• How did economic factors influence fashion in the 1920s? During the Great Depression? During World War II?
• What is the hemline index?
• How do economic conditions affect fashion?
• Which current films have influenced the fashion industry through visual effects?

**National MBAResearch Standards-Business Administration**

Understand fundamental economic concepts to obtain a foundation for employment in business.

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**Task Number 44**

**Describe the influence of social media on fashion.**

**Definition**

Description includes

- influencers
- bloggers
- video platforms
- other social media platforms.

**Process/Skill Questions**

- What does a fashion blogger do?
- Who are the current influencers on social media?
- How do video platforms influence fashion trends?
- Which social media platforms have the greatest influence on fashion trends?

**National MBAResearch Standards-Business Administration**

Use social media to communicate with a business's stakeholders.

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**Analyzing Design and Color Fundamentals**

**Task Number 45**

**Identify the characteristics of natural and man-made fibers.**
Definition

Identification should include a general overview of characteristics such as

- washability
- durability
- sustainability
- flame resistance
- absorbency
- warmth
- special care requirements

as well as the properties that produce these characteristics.

Process/Skill Questions

- What are examples of natural fibers? What are the characteristics of each?
- How have man-made fibers changed the fashion industry?
- What fiber characteristics tend to be associated with certain apparel target markets? Why?
- What are some emerging natural and man-made fibers?
- What are the characteristics of man-made fibers?
- Which fibers are environmentally sustainable?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Task Number 46

Describe the elements and principles of design.

Definition

Description should include the elements of design (i.e., color, shape, line, texture), the principles of design (i.e., balance, proportion, emphasis, rhythm), and ways they are used to create harmony in apparel and accessories.

Process/Skill Questions
• What is the relationship between body proportion and the elements of design?
• How are design elements and principles applicable to fashion accessories?
• Which elements of design are critical for quality construction?
• How can emphasis be used to enhance a design?
• How can lines be used to add height and width?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 47

Identify basic garment and footwear silhouettes and styles.

Definition

Identification should include basic silhouettes (e.g., straight, bell, bustle), garment styles (e.g., skirts, coats, pants, dresses, collars, sleeves, necklines), and basic shoe styles (e.g., stilettos, flats, classic pumps, kitten heels), including textiles and heel designs.

Process/Skill Questions

• How have silhouettes changed throughout history?
• What are the defining silhouettes of today’s fashion?
• How do different silhouettes and garment styles enhance different body types?
• How do cultural and regional differences influence silhouettes and garment styles?
• What style of women's wear for the office developed in the 1970s? Why?
• What are the main differences among shoe silhouettes?
• How does a shoe’s silhouette affect the overall look of an outfit?
• How can necklines and collars enhance facial shape?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 48

Analyze the effects of color on fashion.
Definition

Analysis should include the effect of color trends and color schemes (e.g., seasonal, regional, cultural) on the selection of color for apparel and home fashion.

Process/Skill Questions

- How do home fashion color trends reflect color trends in apparel?
- Why do color trends change more slowly in home fashion than in apparel?
- How does seasonality affect color choices?
- How does a designer's color choice affect the success of his/her clothing line?
- What roles does color traditionally play in American fashion?
- How does color affect the lines, shape, and design of a garment?
- How does color affect texture?

National MBA Research Standards - Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 49

Explain the principles of color psychology.

Definition

Explanation should include the effect that colors have on mood, attitude, and perception.

Process/Skill Questions

- How can one determine what colors are the most flattering?
- What moods do colors represent?
- How does color therapy affect industries? Health and wellness? Sports? Education?
- Why are certain colors deemed more appropriate than others for business attire?
- How does the use of color evoke feelings? How does it apply to clothing? Home furnishings? Cosmetics?

National MBA Research Standards - Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.
Task Number 50

Explain the purpose of the color wheel.

Definition

Explanation should include primary, secondary, and intermediate colors; their relationship to one another on the color wheel; and the purpose of the color wheel in the fashion industry.

Process/Skill Questions

- How is the Pantone color of the year selected, and why is it important to the fashion industry?
- What are the six main color schemes used in design?
- What are the primary, secondary, and tertiary colors on the color wheel?
- What are warm and cool colors, and what do these represent?
- How does color affect the lines, shape, and design of a garment?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Understanding Economic and Marketing Concepts

Task Number 51

Explain economic goods and services.

Definition

Explanation should include the concept that
• economic goods (i.e., tangible items) satisfy material wants and needs and have monetary value
• services (i.e., intangibles) are tasks that people or machines perform to satisfy nonmaterial wants and needs and have monetary value.

Explanation should address the similarities and differences between goods and services:

• both satisfy wants and needs
• both have an exchange rate
• both affect the gross domestic product (GDP)
• applications of marketing functions differ for goods vs. services
• methods of consumption differ for goods vs. services.

Process/Skill Questions

• What fashion businesses offer both goods and services?
• What are similarities and differences between the marketing of goods and the marketing of services in the fashion industry?
• What fashion goods and services are available in the local community or closest shopping destination? Which of these businesses contributes most to the local economy? Why?

National MBAResearch Standards-Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 52

Identify economic resources used in the fashion industry.

Definition

Identification should include economic resources (i.e., land, labor, capital, entrepreneurship) used in producing fashion goods and services and provide examples of each.

Process/Skill Questions

• How do labor costs affect the fashion industry? How do retail space costs affect the fashion industry?
• Who is involved in the creation of fashion products?
• Why are many of the fashion products sold in the United States made in other countries?
• What resources are available for fashion entrepreneurs to fund their businesses?
• Why is entrepreneurship considered an economic resource?
National MBA Research Standards-Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 53

Explain competition.

Definition

Explanation should include the various types of competition (e.g., price, non-direct, direct, indirect) and emphasize that competition in the private enterprise system

- motivates people to improve themselves
- forces businesses to produce better quality goods and services
- forces businesses to maintain reasonable prices.

Process/Skill Questions

- What are the two major types of competition? How are they perceived in the fashion industry?
- Why is competition vital to a private enterprise economy?
- What would be the result of no competition in the fashion industry?
- How does competition benefit consumers?
- What are ways businesses compete (in addition to pricing)?

National MBA Research Standards-Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 54

Analyze the concept of supply and demand.

Definition
Analysis should include a definition of *supply* and *demand* and an explanation of why knowledge of the interrelationship between supply and demand is critical to understanding the free enterprise system and the fashion industry. It should also contain an explanation of the effects of the following factors on supply and demand:

- Inflation
- Deflation
- Resources
- Natural and economic events
- Government intervention
- Technology
- Education
- Elastic and inelastic demand

**Process/Skill Questions**

- What factors affect the interaction of supply and demand? How do these factors affect the interaction?
- How can supply and demand affect fashion marketing?
- How do supply and demand affect price in the fashion industry?
- How has the Internet had an impact on supply and demand in the fashion industry?
- How do fashion retailers and producers create demand?

**National MBA Research Standards-Business Administration**

*Understand fundamental economic concepts to obtain a foundation for employment in business.*

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**Task Number 55**

**Explain the concept of marketing.**

**Definition**

Explanation should emphasize the basic marketing concept, which states that businesses must satisfy customers' needs and wants to make a profit.

**Process/Skill Questions**

- What is the basic question that a business must ask to incorporate the marketing concept? Why is marketing essential to business success?
- What are the similarities and differences between a business that uses the marketing concept and one that does not?
• How are customers' needs determined? How are their wants determined?
• Why is it important for a business to establish a marketing concept

National MBAResearch Standards-Business Administration

Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Task Number 56

Explain economic utility.

Definition

Explanation should include the five economic utilities involved with all products (i.e., form, time, place, possession, information), an application of each type to the fashion industry, and the difference between customers' needs and wants.

Process/Skill Questions

• Why is product utility an important factor in fashion marketing?
• Which type or types of utility are being used when products/services are sold through the Internet?
• What are the important utility considerations for designers?
• What do product utilities have in common?
• What are the important utility consideration for designers?

National MBAResearch Standards-Business Administration

Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Task Number 57

Explain marketing functions and related activities.

Definition

Explanation should include the following marketing functions and their application to business:
- Distribution
- Financing
- Marketing information management
- Pricing
- Selling
- Promotion
- Product/service management

Explanation should include how these functions occur online.

Process/Skill Questions

- What are the similarities and differences between marketing goods and marketing services?
- How have the marketing functions changed with the introduction of the Internet?
- How do the functions of marketing affect the success of a business?
- How is social media used to promote designers? Retailers?
- What effect has the Internet had on the pricing of fashion products?
- How do fashion retailers use technology to gather information about consumers?

National MBA Research Standards - Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

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**Task Number 58**

**Explain the concept of marketing identification.**

**Definition**

Explanation should include the roles of market segmentation (e.g., demographic, psychographic, behavioral, geographic), target market, niche marketing, and global marketing in market identification.

**Process/Skill Questions**

- How does the global economy affect the fashion industry?
- What methods might be used to identify specific target markets?
- How does market segmentation apply to the fashion industry?
- What are some important fashion niches?
• What are the ways a company can measure the effectiveness of its market identification?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Task Number 59

Describe the marketing mix.

Definition

Description should include the elements of the marketing mix (i.e., product, price, place, promotion), as applied to the fashion industry. It should emphasize the concept that the mix will create a well-defined target market to whom future promotions and other communications will be directed.

Process/Skill Questions

• What role does the marketing mix play in the marketing concept?
• How does the marketing mix incorporate the four Ps?
• How can the success of a marketing mix be measured?
• How is the marketing mix used to reach the target market of a particular fashion business?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.
Task Number 60

Identify the channels of distribution used in the fashion industry.

Definition

Identification should include a definition of channel of distribution (i.e., a path used to deliver retail and industrial goods from their inception to the end user) and how that path can vary depending on the end user. In fashion marketing, channels of distribution would include

- manufacturers
- wholesalers
- retailers
- e-commerce
- resellers
- agents
- other intermediaries within the textile, apparel and other fashion product, and retail segments of the industry.

Process/Skill Questions

- How has the Internet affected distribution in the fashion industry?
- How does a company determine the most efficient method for distributing its products?
- What is supply-chain management, and how does it affect distribution?
- How has technology affected various methods of distribution?
- How has globalization of the marketplace affected distribution in the fashion industry?

National MBA Research Standards-Marketing

Acquire foundational knowledge of channel management to understand its role in marketing.

Manage channel activities to minimize costs and to determine distribution strategies.

Task Number 61

Differentiate between marketing and merchandising.

Definition
Differentiation should include a definition of *marketing* and *merchandising* and should emphasize the fact that merchandising is the part of marketing that deals with retailing.

**Process/Skill Questions**

- Why is it important to understand the difference between marketing and merchandising?
- What types of activities are performed in merchandising?
- Why is merchandising essential to the fashion industry?
- What is the merchandise acceptance curve?

**National MBA Research Standards-Marketing**

Acquire foundational knowledge of channel management to understand its role in marketing.

Manage channel activities to minimize costs and to determine distribution strategies.

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**Task Number 62**

**Explain the concept of branding.**

**Definition**

Explanation should include the definition of *branding* and the roles it plays in an organization’s fashion marketing strategy, such as

- building product recognition
- creating customer loyalty
- offering a standard of quality
- differentiating products from their competitors
- capitalizing on brand exposure.

Explanation should include an awareness of knock-offs and counterfeits and their effects on branding.

**Process/Skill Questions**

- What elements are needed to establish a recognizable fashion brand?
- What current fashion brands are recognizable in the marketplace? Why?
- How important is a logo to establishing a brand?
- How do logos and labels differentiate a company's products from those of its competitors?
- What role do designers play in branding?
What role does a brand name play in the mind of a consumer?
What is licensing? Why do manufacturers request licensing of a designer or brand name?

National MBA Research Standards—Marketing

Employ product-mix strategies to meet customer expectations.
Generate product ideas to contribute to ongoing business success.
Position products/services to acquire desired business image.

Developing a Promotional Mix

Task Number 63

Identify the elements of the promotional mix.

Definition

Identification should include

- advertising
- social media
- personal selling
- sales promotion
- public relations
- visual merchandising.

Identification should also include types of promotional media, such as

- print
- broadcast
- online
- outdoor
- specialty.

Process/Skill Questions

- How would the promotional mix for a locally owned boutique differ from that of a national chain?
• How might a fashion business use the promotional mix to develop a company image?
• What types of promotion allow for maximum customer interaction?
• What are fashion shows? What are in-store styling events? How are these used as a form of promotion?
• How might social media and other forms of online advertising affect company sales?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

Task Number 64

Compare the benefits of each type of promotional media.

Definition

Comparison should include advantages and disadvantages of each type of media, as well as benefits of using them together.

Process/Skill Questions

• What are the advantages and disadvantages of direct mail, outdoor signage, broadcast media, or social media as promotional tools?
• How can various forms of promotional media be used together effectively?
• How can social media be an effective promotional tool?
• How can retailers differentiate their Internet promotions to gain consumer attention?

National MBAResearch Standards-Marketing

Manage promotional activities to maximize return on promotional efforts.

Understand promotional channels used to communicate with targeted audiences.

Task Number 65

Explain the concept of customer loyalty programs.

Definition
Explanation should include how loyalty programs (e.g., points, discounts, free samples, exclusive events, free shipping, email alerts, coupons) are used in the fashion industry to retain and reward customers.

**Process/Skill Questions**

- How do loyalty programs increase the sale of merchandise? What are the costs associated with loyalty programs?
- How do retailers determine who their loyal customers are?
- Why is customer retention so important?
- How are analytics used to target and retain customers?
- How is technology (e.g., apps, beacons) used to draw customers in and to interact with them while they are in the store?
- What are the benefits of loyalty programs to the consumer? To the fashion retailer?

**National MBAResearch Standards-Business Administration**

Understand marketing's role and function in business to facilitate economic exchanges with customers.

**National MBAResearch Standards-Marketing**

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

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**Exploring Technology in the Fashion Industry**

**Task Number 66**

**Describe the effects of technology on the fashion industry.**

**Definition**

Description should emphasize that technology applications in fashion include customization and mass production and should incorporate details of new and emerging technologies.

**Process/Skill Questions**
What benefits has the fashion industry gained from technology so far?
What are the most important technologies currently used in fashion?
What is wearable technology? What are some current examples of wearable technology?
How are designers, production companies, and audiences utilizing technology to change the face of traditional forms of promotion?
How is technology used to improve the customer experience at home and in a store?

National MBA Research Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

National MBA Research Standards-Marketing

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Task Number 67

Identify fashion information media.

Definition

Identification should include traditional (print) media, online (social) media, and emerging media.

Process/Skill Questions

- What makes fashion retailing websites effective in marketing their products?
- How is visual merchandising important to the fashion industry?
- What is the benefit of using cooperative advertising?
- What is the concept of e-tailing?

National MBA Research Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Task Number 68

Identify the roles of fashion information media.
Definition

Identification should include a definition of fashion information media (i.e., both trade and consumer print, electronic, and broadcast communication organizations). Roles of the fashion media include informing fashion professionals and consumers about fashion products and trends, as well as keeping fashion professionals informed about industry news and business practices.

Process/Skill Questions

- How do consumer publications affect buying decisions of various target markets?
- What is the difference between trade publications and consumer fashion magazines?
- What are some popular trade magazines? Who are their target markets?
- What are examples of popular fashion magazines? Why do fashion magazines include so many advertisements?
- How has technology affected the role of fashion publications?
- How do bloggers and influencers affect fashion information media? How do they affect buying decisions?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Exploring the Function of Trends

Task Number 69

Define trends, fads, and classics.

Definition

Definition includes

- theory of trend adoption
- differences among trends, fads, and classics.

Process/Skill Questions

- What is a trend?
- What is a fad?
- What is considered a classic?
• Why does a fad move quickly through the fashion cycle?
• What are some fashion fads that have occurred in your lifetime?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Task Number 70

Explain the stages of fashion cycles and their effects on fashion marketing.

Definition

Explanation should include

• stages of the fashion cycle
  o introduction
  o rise
  o peak
  o decline
  o obsolescence
• effects of these cycles
  o pricing
  o promotion
  o target markets
  o product modification
• effects of trends.

Process/Skill Questions

• What are the stages of the fashion cycle?
• How do consumer behaviors react to the fashion cycle?
• How does the fashion industry react to the fashion cycle?
• What causes a style to move from one phase to another in the cycle?
• How does the economy affect trends in fashion?
• Why do some styles emerge from obsolescence and enter the fashion cycle anew?

National MBAResearch Standards-Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.
Task Number 71

Explain the role of fashion influencers.

Definition

Explanation should include the roles and contributions of major fashion influencers (e.g., designers, celebrities, creative directors, forecasters, stylists, retailers, social media influencers) of the past and present.

Process/Skill Questions

- Who are fashion influencers?
- What are the major categories of fashion designers? Who are some designers within each category? What role does each category play?
- What role do designer labels play in the ready-to-wear (RTW) fashion industry?
- What happens to a designer’s line after the designer’s death?
- How do fashion designers influence current trends?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Exploring Fashion Retailing

Task Number 72

Compare types of fashion retailers and their target markets.

Definition

Comparison should include a definition of fashion retailer (e.g., department stores, specialty stores, discount stores, catalogs, off-price stores, factory-owned stores, resellers, e-commerce, outlets) and the target market of each type.

Process/Skill Questions
• Who is the leading fashion retailer? Why is this retailer so popular?
• What is fast fashion?
• How are department stores different from specialty stores?
• How have discount stores and specialty stores used collaborations to reach a broader range of customers?
• How have brick and mortar retailers evolved to stay competitive with online retailers?
• How do independent fashion stores compete with chain stores?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

National MBAResearch Standards-Marketing

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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Task Number 73

Identify industry categories of fashion merchandising.

Definition

Identification should include women's wear, men's wear, children's wear, household textiles, accessories, other soft goods, and cosmetics.

Process/Skill Questions

• What is the difference between soft goods and hard goods? What fashion products would fall into each category?
• Why do teen fashions influence children's styles?
• Why have we begun to see a blurring of lines between women's and men's wear (e.g., with unisex or gender-neutral clothing lines)?
• How have clothing designs focused on families (e.g., matching clothing) or on those with special needs (e.g., adaptive clothing) created niches in fashion merchandising?
• What are some categories of merchandise sold under the household scope?
• What are some popular cosmetic companies? How do they differentiate themselves from the competition?

National MBAResearch Standards-Marketing
Acquire a foundational knowledge of product/service management to understand its nature and scope.

Exploring the Buying Process

Task Number 74

Define the buying process.

Definition

Definition should include

- buyer
  - roles
  - duties and responsibilities
  - profitability expectations
- the role of buying within a fashion retail business
  - financial planning
  - assortment planning
- factors that affect the buying process.

Process/Skill Questions

- Who are the stakeholders in the buying process?
- What happens if a buyer does not meet profitability expectations?
- What is the importance of assortment planning, open to buy, and the role of the buyer in meeting corporate guidelines?
- What is markup?

National MBAResearch Standards-Business Administration

Acquire a foundational knowledge of finance to understand its nature and scope.

Manage financial resources to ensure solvency.

National MBAResearch Standards-Marketing
Acquire a foundational knowledge of product/service management to understand its nature and scope.

Task Number 75

Describe the psychological effects of pricing.

Definition

Description may include

- appeals to a person's self-image (e.g., prestige, willingness to pay higher price for name-brand goods)
- sense of thrift (e.g., quantity pricing, odd-even pricing)
- political correctness (e.g., willingness to pay a higher price for natural or environmentally safe products)
- cause-related marketing and its effect on pricing.

Process/Skill Questions

- What is the difference between rational and emotional buying motives?
- How might a fashion marketer appeal to a customer’s emotional buying behavior? How might they appeal to a customer’s rational buying behavior?
- What role do ethics play in setting prices?
- How might cause-related marketing influence purchasing decisions?
- How might psychological factors affecting pricing vary according to customer gender? Customer age?
- How do fashion seasons affect pricing of fashion items?

National MBAResearch Standards-Marketing

Develop a foundational knowledge of pricing to understand its role in marketing.

Task Number 76

Differentiate between cost and retail price.

Definition
Differentiation should include definitions of cost and retail. It should also include examples of each from the fashion industry.

**Process/Skill Questions**

- Why are the concepts of cost and retail important in fashion?
- What is the basic equation used to determine profit?
- What is meant by the term profit margin?
- What is a break-even point?

**National MBAResearch Standards-Marketing**

Develop a foundational knowledge of pricing to understand its role in marketing.

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**Task Number 77**

**Identify domestic and international fashion market centers and the focus of each.**

**Definition**

Identification should include the definition of fashion market center and examples of major domestic fashion centers (e.g., New York, Los Angeles, Dallas, Atlanta, Miami) and international fashion market centers (e.g., Paris, London, Milan, Rome, Hong Kong), as well as fashion specialties associated with each market center.

**Process/Skill Questions**

- What is the importance of Fashion Week in New York City?
- What are the advantages and disadvantages of each major market center?
- What is the importance of global sourcing? How does it connect international and national fashion centers?
- Why have some fashion centers gained more acclaim over others?
- What makes a city a fashion market center?

**National MBAResearch Standards-Business Administration**

Understand the nature of business to show its contributions to society.

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**Task Number 78**
Describe the importance of inventory control.

Definition

Description should include a definition of inventory control and its effect on business profitability, as well as the concept that inventory control is needed to

- increase profits
- control expenses
- increase sales
- monitor loss prevention.

Process/Skill Questions

- What is inventory and how do businesses control it?
- How do various inventory-control systems affect customer service?
- What are some technological tools that fashion businesses use to track inventory?
- How are universal product codes (UPC) used in inventory control?
- What is the effect of inventory control on profitability and loss?
- What is the relationship between inventory control and customer satisfaction?

National MBA Research Standards-Marketing

Acquire foundational knowledge of channel management to understand its role in marketing.

Manage channel activities to minimize costs and to determine distribution strategies.

Developing Visual Merchandising and Store Presentation

Task Number 79

Describe the elements of visual merchandising.

Definition

Description should include elements such as
• use of planograms
• color
• landscaping/setting
• décor
• focal point
• use of empty space
• telling a story.

Process/Skill Questions

• What are the goals of visual merchandising?
• What retailers are known for their visual merchandising?
• What are the steps to creating an effective display?
• How can a visual merchandiser manipulate artistic elements (e.g., color, lines, texture, proportion, and focal point) to create a visually appealing display?
• How does visual merchandising educate consumers about fashion trends?
• How does display maintenance relate to store image?
• How does the use of merchandise direct traffic flow?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

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Task Number 80

Explain the importance of visual merchandising.

Definition

Explanation should include

• environmental elements that influence the shopping experience
  o color
  o ambiance
  o vendor concentration
  o fashion themes
  o brands
  o seasonal or holiday changes
  o signage
  o point-of-sale [POS] displays
safety regulations

• the functions of visual merchandising
  • generate traffic flow
  • create impulse sales
  • increase sales
  • reinforce store image
  • educate consumers about new trends
  • increase multiple sales transactions.

Explanation should also include the importance of regular maintenance of

• mannequins
• seating
• props
• floor and wall coverings
• lighting
• colors
• store fixtures
• interior signage
• graphics.

Process/Skill Questions

• How can the physical environment of a store contribute to a positive or negative shopping experience?
• Why are themes used in visual displays?
• How does color affect customer behavior?
• Why is it important to regularly change displays?
• What role does store lighting play in creating a positive atmosphere and customer experience?
• What can a retailer do to highlight certain merchandise within a store?
• How does location of merchandise within a store/flow of store layout affect a customer’s experience?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Task Number 81

Explain the function of color in visual merchandising.

Definition
Explanation should include the application of the color wheel and color schemes in visual merchandising.

**Process/Skill Questions**

- How does color affect the lines, shape, and design of a garment?
- What are earth tones, jewel tones, pastels and when are they typically used in fashion?
- How does color in a display influence how the fashion is perceived?
- How does seasonality affect color choices for visual merchandising?

**National MBAResearch Standards-Marketing**

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

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**Task Number 82**

**Explain the use of planograms.**

**Definition**

Explanation should include the following concepts:

- A planogram is a computer-developed diagram that directs retailers how and where a product or products should be displayed on the shelf.
- The ability to maximize a product's potential directly relates to where products within certain categories are displayed on the shelves within individual stores. A planogram conveys this information.
- Other products that are used in conjunction with a product are also noted on a planogram.
- A planogram can be customized by individual stores to address their customer base.

Explanation should also include uses of planograms within the fashion industry, such as

- floor planning
- merchandise placement
- merchandise flow
- display scheduling.

**Process/Skill Questions**

- What are the benefits of a planogram to the fashion retailer?
• How do planograms aid in inventory control? Improve flow of merchandise?
• What effect does a planogram have on the customer experience?
• What is the importance of having a consistent planogram for retailers with multiple locations?
• How often should a retailer change or alter their planogram?
• How does the concept of a planogram differ between a chain store and a privately owned store? Which has more flexibility? Why?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Developing Customer Service and Personal Selling Skills

Task Number 83

Demonstrate communication skills in the fashion workplace.

Definition

Demonstration should include

• using professional etiquette for all in-person, telephone, and online communications
• expressing oneself clearly, both orally (including over the telephone phone) and in writing (including online)
• using a pleasant tone, enunciating, and, when using the telephone, speaking directly into the mouthpiece in an audible and confident voice.

Demonstration should also include the importance of verbal communication (e.g., language, tone, inflection, word choice) and nonverbal communication (e.g., posture, facial expression, hand gestures and handshakes, eye contact) in assisting customers and in working with business associates.

Process/Skill Questions
• What are situations in the fashion marketing workplace where effective oral communication is particularly important?
• How can a sales associate indicate that he or she is listening to a customer?
• What should a sales associate be looking for to ensure customers are listening to and understanding what is being shared with them?
• What are some potential barriers to communication in a retail environment?
• Why is it important to observe nonverbal communication in coworkers? In customers?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.

Read to acquire meaning from written material and to apply the information to a task.

Write internal and external business correspondence to convey and obtain information effectively.

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**Task Number 84**

**Present information orally to various audiences.**

**Definition**

Presentation should include the following elements:

- Preparation
- Posture, body language, and professional appearance
- Projection of voice
- Professional language
- Pauses for impact
- Performance for effect

**Process/Skill Questions**

- Why is appearance important when presenting information to others? How might your appearance vary based on your audience?
- How would you describe the difference that might be needed in the language used based on your audience?
- How could your body language change how your message is received?
- What are the basic principles of giving directions so that they may be followed correctly?
Task Number 85

Identify customer buying motives.

Definition

Identification should reflect the concept that the basis of a sales presentation is using the customer's buying motives to suggest the features and benefits of the product that best match those motives. Buying motives can be emotional, rational, or a combination of the two.

Process/Skill Questions

- What is the difference between rational and emotional behaviors?
- What lifestyle factors affect needs and wants?
- What are specific examples of features and benefits that apply to fashion products?
- What are some ways to demonstrate the customer is valued?

Task Number 86

Demonstrate the selling process through the steps of the sale.

Definition

Demonstration should include the following steps:
• Prepare for the sale (i.e., review product knowledge, customer buying motives, merchandise preparation).
• Approach the customer.
• Determine the customer's needs.
• Present/demonstrate the product.
• Overcome any customer objections.
• Offer additional products through suggestion selling.
• Close the sale.
• Follow up with the customer.

Process/Skill Questions

• What are examples of proactive selling techniques?
• How can an effective salesperson tell when the time is right to close a sale?
• What is the most effective approach in establishing rapport with a customer?
• What is the effect of loyalty programs to customer purchasing patterns?
• What are some reasons a salesperson should follow up with the customer?
• Why are the consumer's needs and wants an important factor in the sales transaction?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 87

Demonstrate customer-service techniques.

Definition

Demonstration should reflect the reasons that customer service is important, such as

• establishing customer relationships
• creating referrals
• keeping loyal customers
• increasing customer satisfaction
• enhancing customer experience
• decreasing shrinkage
• increasing sales.

Demonstration should include

• using appropriate greetings for various professional situations
• exhibiting politeness, willingness to listen, and consistency of service
• going beyond customer expectations
• treating the customer as you would want to be treated
• keeping in mind the value of a customer's positive memories.

Process/Skill Questions

• Why are professional communication skills essential for quality customer service?
• What is the cost of losing a customer?
• How can a company measure customer satisfaction?
• How can a salesperson show a customer that he/she is listening?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 88

Handle different types of customers.

Definition

Demonstration should include a description of potential types of customers, such as

• angry customers
• confused customers
• customers suspected of pilfering
• customers with unreasonable demands
• customers under the influence of chemical substances
• customers with language barriers
• customers with disabilities or special needs.

Demonstration should also include an application of basic problem-solving skills to handle the situation, such as

• clarifying the problem
• empathizing with the customer
• obtaining and analyzing data as needed
• finding a suitable solution.

Process/Skill Questions

• What are some situations involving difficult customers?
• How does one determine the nature of a problem when communicating with a difficult customer?
• Why is it important to assess the root cause of a customer’s problem or complaint?
• What are signs that suggest a customer is dissatisfied?
• What positive outcomes can result from professional handling of dissatisfied customers?

National MBA Research Standards-Business Administration

Exhibit techniques to manage emotional reactions to people and situations.

National MBA Research Standards-Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 89

Translate technical jargon into commonly understood language.

Definition

Translating technical jargon includes
• understanding the meaning of specialized vocabulary (i.e., industry jargon)
• analyzing the audience
• expressing technical terms and concepts in everyday language.

Process/Skill Questions

• Why is audience analysis important in communication?
• How can fabric care be explained to the customer?
• What resources are available to help you learn fashion marketing vocabulary?
• How can technical jargon be a barrier to communication?

National MBAResearch Standards-Business Administration

Read to acquire meaning from written material and to apply the information to a task.

Task Number 90

Explain company policy to a customer.

Definition

Explanation of company policy should include the importance of eliminating customer confusion, providing consistent guidelines for customers, and developing a positive company image. Explanation should consist of

• understanding the policies
• describing relevant policies simply and accurately
• keeping current with policy changes
• knowing when to refer a policy matter to a supervisor or specialist.

Process/Skill Questions

• Where can company policies and procedures be located?
• Why are customer-service policies important for a business? For a customer?
• Why is it important for customer-service professionals to be able to communicate company policies to customers?
• Why is it important for a business to continually train its employees?
• What are some consequences of an employee not following company policy? For the business? The employee? The customer?

National MBAResearch Standards-Business Administration

Implement organizational skills to facilitate others' work efforts.
Maintain business records to facilitate business operations.

National MBAResearch Standards-Marketing

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 91

Describe procedures for handling a customer complaint.

Definition

Description should reflect the need to resolve a customer complaint through skills and behavior such as

- listening
- receiving feedback
- giving feedback
- empathizing
- maintaining ethical standards
- displaying a clear understanding of company policies
- exhibiting patience.

Process/Skill Questions

- What are common customer complaints in the fashion industry?
- What are the benefits of being able to resolve customer complaints?
- How does an employee learn how to resolve customer complaints?
- How can an employee be proactive in reducing or preventing customer complaints?
- How should businesses address customer complaints on social media?

National MBAResearch Standards-Business Administration

Foster positive relationships with customers to enhance company image.

Resolve conflicts with/for customers to encourage repeat business.

Understand the nature of customer relationship management to show its contributions to a company.
Task Number 92

Describe methods used to encourage customer retention.

Definition

Description should include

- learning and using customers' names
- remembering customers' favorite brands, colors, or styles
- taking time to listen to customers
- providing equitable service to all customers
- exceeding customers' expectations
- following up with sales and customer contacts.

Process/Skill Questions

- How can follow-up lead to customer retention?
- What are some ways you can follow up with customers?
- Why is it important to keep a client database?
- How can active listening skills lead to customer retention?
- How can learning customers’ names and engaging them on a personal level lead to customer retention?

National MBAResearch Standards-Business Administration

Foster self-understanding to recognize the impact of personal feelings on others.

Resolve conflicts with/for customers to encourage repeat business.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Developing Employability Skills

Task Number 93

Identify sources for finding job openings.

Definition

Identification should include

- employment agencies
- networking
- human resources departments
- counselors
- cooperative education and other work-based learning programs
- current and former employers
- job search websites
- newspapers and trade publications (both online and print)
- [Virginia Career VIEW](#)
- family and friends
- job fairs.

Process/Skill Questions

- How can a person build an effective professional network?
- What are the advantages and disadvantages of placement agencies?
- What are the most effective job search resources? Why?
- How does a job seeker use existing job leads to produce new ones?

National MBA Research Standards-Business Administration

Implement job-seeking skills to obtain employment.

Task Number 94

Complete a job application.
Definition

Completion could include online or paper forms and should include

- explaining acceptable practices for completing a job application form
- identifying unacceptable practices for completing a job application form
- preparing a personal fact sheet containing the basic information required by most applications (e.g., list of positions held; dates of work and schooling; list of other relevant experiences, skills, credentials, and/or activities; names and contact information of references)
- completing different types of job application forms
- adhering carefully to directions
- checking for accuracy, neatness, and completeness.

Process/Skill Questions

- How important is it for the applicant to have an Internet presence? What should and should not be included in that presence?
- What are the potential benefits and dangers of social media when seeking employment?
- How are job applications judged by the employer?
- How can a job seeker be prepared to complete an online application?
- What are the advantages of having a high credit score when seeking a job?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Record information to maintain and present a report of business activity.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 95

Identify steps to prepare for a job interview and follow-up.

Definition

Identification should include

- professional self-representation for successful interviews, such as
  - clothing appropriate to a professional interview
  - accessories and grooming as part of the professional appearance
• behaviors important for a successful interviews, such as
  o company research done prior to the interview and necessary documentation in hand
  o going alone to the job interview
  o arriving in a timely manner
  o offering a professional greeting and handshake
  o using professional language throughout the interview (e.g., using appropriate speech, tone, and courtesy titles)
  o being prepared to answer common interview questions and to ask appropriate questions of the interviewer
  o bringing the interview to closure in a professional manner
• elements important in the interview follow-up, such as
  o a timely, professionally written thank-you letter (with additional information not mentioned in the interview)
  o maintenance of contact information for future reference
  o reflection on one's performance in the interview.

Process/Skill Questions

• What are the best questions to ask during an interview? What questions should be avoided?
• How can an interviewee exhibit professional courtesy?
• How can body language make or break an interview?
• How do dress and grooming affect first impressions?
• What is included in preparation for an interview?
• Why is follow-up important? What should be included in the follow-up communication after an interview?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Task Number 96

Describe various pre-employment tests.

Definition

Description should include mathematical, verbal, written, and personality tests, as well as pre-employment drug screening.

Process/Skill Questions
• How can an applicant prepare for pre-employment tests?
• When may drug screening be a part of the pre-employment process? Why?
• What can a job seeker learn from taking employment tests?
• Why might an employer use pre-employment tests?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Planning a Career in Fashion

Task Number 97

Identify personal traits important for a fashion career.

Definition

Identification should include interests, aptitudes, and personality traits needed for success in a variety of fashion careers.

Process/Skill Questions

• What aptitudes are important in fashion retailing? Why?
• How might personal values relate to career success?
• What factors contribute to career satisfaction?
• How might taking a personality assessment aid in choosing a career?

National MBAResearch Standards-Business Administration

Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Task Number 98

Describe entry-level positions in fashion.

Definition
Description should include entry-level jobs in fashion retailing, design, and manufacturing, such as sales associate, inventory specialist, merchandising assistant, editorial assistant, allocator, and other starting positions.

**Process/Skill Questions**

- What is the difference between a job and a career?
- How is an employee's performance in an entry-level job important to his or her future success?
- What general skills are needed by entry-level employees?
- What role does customer service play in all entry-level jobs?

**National MBAResearch Standards-Business Administration**

Participate in career planning to enhance job-success potential.

---

**Task Number 99**

**Research an occupational interest in fashion.**

**Definition**

Research should include job descriptions, employment education requirements, salary, job outlook, advantages and disadvantages of the occupation, and opportunities for advancement for a fashion industry career. Fashion career categories should include advertising, design, manufacturing, sales, promotion, textiles, entrepreneurship, buying, and management.

**Process/Skill Questions**

- What are the best ways to learn about careers in fashion?
- How can a person obtain the needed education and training for a career in the fashion industry?
- How can a mentor affect a person's career choice?
- How can job shadowing influence a job choice?
- How do benefits packages influence job choices?
- What is the employment outlook for occupations in the fashion industry?

**National MBAResearch Standards-Business Administration**

Participate in career planning to enhance job-success potential.
Preparing for Industry Certification

Task Number 100

Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course.

Definition

The description should include a list of industry certifications related to the Fashion Marketing course and the process/requirements for obtaining the certifications from

- official websites of the testing organization and/or vendor
- materials from publishers that have developed practice materials and tests based on information from the testing organization/vendor
- information from certified instructors or industry-certified professionals
- information in the “Course Description” section of this document.

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Utilize critical-thinking skills to determine best options/outcomes.

Task Number 101

Identify testing skills/strategies for a certification examination.

Definition

The identification of testing skills and strategies should be undertaken by

- conducting an Internet research project
- reviewing materials from publishers
- interviewing certified instructors and/or industry-certified professionals.
Participate in career planning to enhance job-success potential.
Utilize critical-thinking skills to determine best options/outcomes.

Task Number 102

Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).

Definition

Demonstration should include obtaining and successfully completing practice examinations for selected certifications related to the course obtained from vendor sites and/or materials from publishers.

Task Number 103

Successfully complete an industry certification representative of skills learned in this course.

Definition

The successful completion of an industry certification representative of the skills learned in this course (e.g., Customer Service and Sales Certification, Advanced Customer Service and Sales Certification) will be achieved when the student applicant earns an examination score deemed “passing” by the testing organization. Qualifying examinations are those currently approved at the state level as representative of fashion marketing skills.

Students should be encouraged to attain industry certification as evidence of their computer skill level and general employability.
### SOL Correlation by Task

<table>
<thead>
<tr>
<th>Task</th>
<th>English: 10.5, 11.5, 12.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, and home fashions.</td>
<td></td>
</tr>
<tr>
<td>Identify the components of fashion.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the importance of fashion.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Examine the history of fashion in the 20th century.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe the influences that economic, demographic, social, political, geographic, and psychological factors have had on fashion.</td>
<td>History and Social Science: GOVT.12, VUS.10, VUS.14, WG.17, WHII.14</td>
</tr>
<tr>
<td>Describe the influence of social media on fashion.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify the characteristics of natural and man-made fibers.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe the elements and principles of design.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify basic garment and footwear silhouettes and styles.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Analyze the effects of color on fashion.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the principles of color psychology.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the purpose of the color wheel.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain economic goods and services.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify economic resources used in the fashion industry.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain competition.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Task</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Analyze the concept of supply and demand.</td>
<td>History and Social Science: GOVT.14, GOVT.15</td>
</tr>
<tr>
<td>Explain the concept of marketing.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain economic utility.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain marketing functions and related activities.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the concept of marketing identification.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe the marketing mix.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify the channels of distribution used in the fashion industry.</td>
<td>English: 10.3, 10.5, 11.3, 11.5</td>
</tr>
<tr>
<td>Differentiate between marketing and merchandising.</td>
<td>English: 10.3, 10.5, 11.3, 11.5</td>
</tr>
<tr>
<td>Explain the concept of branding.</td>
<td>English: 10.3, 10.5, 11.3, 11.5</td>
</tr>
<tr>
<td>Identify the elements of the promotional mix.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Compare the benefits of each type of promotional media.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the concept of customer loyalty programs.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe the effects of technology on the fashion industry.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify fashion information media.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Identify the roles of fashion information media.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>Define trends, fads, and classics.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>Explain the stages of fashion cycles and their effects on fashion marketing.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the role of fashion influencers.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Compare types of fashion retailers and their target markets.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>Identify industry categories of fashion merchandising.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Define the buying process.</td>
<td>English: 10.3, 11.3, 12.3</td>
</tr>
<tr>
<td>Describe the psychological effects of pricing.</td>
<td>English: 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Differentiate between cost and retail price.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>Identify domestic and international fashion market centers and the focus of each.</td>
<td>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
</tbody>
</table>
Describe the importance of inventory control. | English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5
---|---
Describe the elements of visual merchandising. | English: 10.5, 11.5, 12.5
Explain the importance of visual merchandising. | English: 10.5, 11.5, 12.5
Explain the function of color in visual merchandising. | English: 10.5, 11.5, 12.5
Explain the use of planograms. | English: 10.5, 11.5, 12.5
Demonstrate communication skills in the fashion workplace. | English: 10.1, 11.1, 12.1
Present information orally to various audiences. | English: 10.1, 11.1, 12.1
Identify customer buying motives. | English: 10.5, 11.5, 12.5
Demonstrate the selling process through the steps of the sale. | English: 10.1, 11.1, 12.1
Demonstrate customer-service techniques. | English: 10.1, 11.1, 12.1
Handle different types of customers. | English: 10.1, 11.1, 12.1
Translate technical jargon into commonly understood language. | English: 10.1, 11.1, 12.1
Explain company policy to a customer. | English: 10.5, 11.5, 12.5
Describe procedures for handling a customer complaint. | English: 10.5, 11.5, 12.5
Describe methods used to encourage customer retention. | English: 10.5, 11.5, 12.5
Identify sources for finding job openings. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8
Complete a job application. | English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7
Identify steps to prepare for a job interview and follow-up. | English: 10.5, 11.5, 12.5
Describe various pre-employment tests. | English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7
Identify personal traits important for a fashion career. | English: 10.5, 11.5, 12.5
Describe entry-level positions in fashion. | English: 10.5, 11.5, 12.5
Research an occupational interest in fashion. | English: 10.8, 11.8, 12.8
Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8
Identify testing skills/strategies for a certification examination. | English: 10.5, 11.5, 12.5
Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams). | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8
Successfully complete an industry certification representative of skills learned in this course. | English: 10.5, 11.5, 12.5
DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA’s program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.


Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking/problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations

Related DECA, Inc. Competitive Events

CTE student organization information correlates to course content. These DECA, Inc. competitive events available in Virginia enable students to apply and practice tasks they have
mastered within the course. Other events may be applicable upon instructor discretion. Refer to the Chapter Management Guide for more information.

# Teaching Resources

## Exploring the History and Nature of Fashion

- [Fashion History Timeline](#), Fashion Institute of New York, State University of New York.
- [What is Fashion?](#), Public Broadcasting Service.
- [Vintage Fashion Timeline](#), Vintage Fashion Guild.

## Characterizing Textiles

- [Textiles Nanotechnology Laboratory](#), Cornell University.
- [The Textile Museum](#), The George Washington University Museum.
- [Textile Fibers](#), Utah Education Network.

## Analyzing Design and Color Fundamentals

- [Introduction to the Principles of Design and Balance](#), Utah Education Network.

## Understanding Marketing Concepts


## Exploring Trends in the Fashion Industry


## Exploring Fashion Retailing

- [Fashion Strategies](#), Utah Education Network.
- [Frontline: Is Walmart Good for America?](#), Public Broadcasting Service.
- [To Our Credit: Pricing Merchandise](#), Public Broadcasting Service.
- [Pricing of Retail Merchandise](#) – Virginia Law

## Identifying Fashion Market Centers

- [Fashion Capitals](#), Utah Education Network.
Analyzing Fashion Information Media

- **Trade Journals Online**, Gladys Marcus Library, Fashion Institute of Technology, State University of New York.
- **WWD** For over a century, WWD has been the voice of authority for the fashion, retail and beauty industries.

Analyzing Economics in the Fashion Industry

- **The Economic Impact of the Fashion Industry (2015)**, U.S. Congress Joint Economic Committee

Developing a Promotional Mix

- **How To Establish a Promotional Mix**, The Edward Lowe Foundation.
- **Marketing’s Promotional Mix: Definition and How to Use It**, The Edward Lowe Foundation.

Enhancing Communication and Customer Service Skills

- **Electronic Etiquette In and Out of the Classroom: Dos and Don’ts**, Indiana University East.
- **Instructional Resources for Virginia’s Workplace Readiness Skills** (including communication skills, customer service skills, and employability skills), the CTE Resource Center

Developing Employability Skills and Planning a Career in Fashion

- **Virginia Education Wizard**
- **Virginia Employment Commission**
- **Get that Job** (DVD), Standard Deviants.

Planning a Career in Fashion

- **Virginia Career VIEW**
- **Fashion Jobs**, WWD Careers

General Resources

- **Virginia DECA**
- **United States Small Business Administration**
Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- Fashion Merchandising Assessment
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals Certification Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)

Career Cluster: Arts, Audio/Video Technology and Communications

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
</table>
| Performing Arts | Cinematographer  
Costume Designer  
Lighting Designer  
Technical Director  
Video, Film Editor |
| Visual Arts     | Fashion Designer  
Fashion Illustrator |
<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Communications</td>
<td>Advertising and Promotions Manager&lt;br&gt;Art Director&lt;br&gt;Marketing Manager&lt;br&gt;Media Planner, Buyer&lt;br&gt;Public Relations Specialist&lt;br&gt;Sales Manager</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Brand Manager&lt;br&gt;Chief Executive Officer&lt;br&gt;Entrepreneur&lt;br&gt;Marketing Manager&lt;br&gt;Retail Manager</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Brand Manager&lt;br&gt;Database Administrator&lt;br&gt;Market Research Analyst&lt;br&gt;Product Planner</td>
</tr>
<tr>
<td>Merchandising</td>
<td>Account Executive&lt;br&gt;Merchandise Buyer&lt;br&gt;Merchandise Displayer, Window Trimmer&lt;br&gt;Merchandise Manager&lt;br&gt;Merchandising Coordinator&lt;br&gt;Retail Manager</td>
</tr>
<tr>
<td>Professional Sales</td>
<td>Account Executive&lt;br&gt;Manufacturer's Sales Representative&lt;br&gt;Sales Manager&lt;br&gt;Salesperson&lt;br&gt;Telemarketer&lt;br&gt;Trade Show Manager</td>
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</table>