Fashion Marketing, Advanced

8145 36 weeks

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Course Description

Suggested Grade Level: 11 or 12

This advanced-level course prepares students for a career in the global fashion industry. Students gain deeper knowledge of the field and apply skills in marketing. Students explore sustainability, social responsibility, entrepreneurship, technology applications, buying, portfolio development, and careers. 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 (〇) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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### Exploring Entrepreneurship

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### Preparing for Industry Certification

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<td>104</td>
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<td>Successfully complete an industry certification representative of skills learned in this course.</td>
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Legend: ☑ Essential ☐ Non-essential ☞ Omitted

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### Curriculum Framework

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### Exploring the Nature and History of Fashion
Task Number 39

Trace the evolution of fashion styles and textiles and their effect on current trends.

Definition

Tracing the evolution should include the influence that major historical people and events have had on fashion throughout history, beginning in the Victorian era.

Process/Skill Questions

- What are some ways in which historical events have influenced fashion?
- How do economic and psychological factors influence fashion?
- What factors have caused changes in fashion to hasten over the past 100 years?
- What technological advances (e.g., the development of man-made fibers) have directly affected the fashion industry?

National MBA Research Standards—Marketing

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

Task Number 40

Research specific economic, demographic, social, political, geographic, social media, and psychographic factors influencing fashion.

Definition

Research should include the influence of the following factors on materials used and the elements of design:

- Economy
- Demographics (age, income, stage of life, education, gender)
- Society
- Politics (conservative vs. liberal)
- Geography (climate, relative location to fashion centers)
- Psychographics (behavior patterns, shopping patterns)

Process/Skill Questions

- How has the status of women influenced the fashion industry through the years?
- How has the increase in leisure time affected the fashion market?
- What are some examples of political influences on fashion?
- How does social media influence fashion trends?
- How does the economy influence fashion trends?

National MBAResearch Standards-Business Administration

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

Characterizing Textiles

Task Number 41

Analyze fabric samples that demonstrate various weaves, textures, and finishing techniques.

Definition

Analysis should include knit and woven fabric samples and should focus on the use of weaves, textures, and finishing techniques to achieve the desired weight, drape, tactile qualities, and visual qualities.

Process/Skill Questions

- How does the type of fabric determine suitable uses in fashion, home decor, and the automobile industry?
- How do fiber technology and marketing influence fashion trends?
- What is the relationship of textile producers to apparel manufacturers?
- How has the use of robots affected fabric production?
- Why is knowledge of fabric construction and finish important in fashion?

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

Task Number 42

Describe fabric construction and finishes commonly used in the fashion industry.

Definition

Description should include

- construction techniques
  - weaving
  - felting
  - bonding
  - knitting
- mechanical finishes
- chemical finishes
- classification of fabrics based on the construction method.

Process/Skill Questions

- How does thread count affect texture?
- What are international sources for fibers?
- Why has garment dyeing increased in popularity?
- What technological advances have improved the safety and quality of textiles?
- How does fabric finishing change the look and feel of a textile?
- How do basic weaves differ in construction?
- What are the advantages and disadvantages of warp and weft knits?
- Why is knowledge of fabric construction important in fashion merchandising?

National MBAResearch Standards-Marketing

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

Task Number 43
Explain the relationship between fabric characteristics and product use.

Definition

Explanation should include the relationship between fabric characteristics (e.g., washability, durability, flame resistance, absorbency, warmth) and how they contribute to product use.

Process/Skill Questions

- What fabric types are preferred by athletes? Why?
- What is the difference between satin and sateen? How is each used in fabric design?
- What is the difference between velvet and velour?
- Why is terry cloth used for towels?
- What types of apparel fabric characteristics appeal to certain target markets (e.g., parents of infants, outdoor laborers, world travelers)?
- What fabric characteristics have emerged due to technological developments?
- How does nap make a difference in textile production?

National MBAResearch Standards-Marketing

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

Performing Market Research

Task Number 44

Describe the market research process.

Definition

Description should include the concept that market research is the process of gathering and analyzing information relating to a specific target market.

Process/Skill Questions

- What are the six steps of the market research process? How are each of the steps important to the process?
• What is the importance of market research?
• What information might a business gain from doing market research?
• How might insufficient market research affect a fashion business?

National MBAResearch Standards-Marketing

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

Task Number 45

Conduct market research.

Definition

Conducting market research should include gathering, documenting, and analyzing data with the goal of determining how well a good or service is likely to sell within a certain market.

Process/Skill Questions

• What types of market research exist?
• What is proprietary information?
• What are some limitations of market research?
• How do consumer panels and focus groups differ?
• Why is market research an ongoing task for the fashion industry?
• What is the difference between quantitative and qualitative research?

National MBAResearch Standards-Marketing

Assess marketing research briefs to determine comprehensiveness and clarity.

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Task Number 46

Analyze market research findings.
Definition

Analysis should include evaluating and sorting collected data, then using statistical analysis to identify meaningful patterns and trends that point to how well a good or service will sell.

Analysis should include a presentation of market research findings, as well as an application of those findings.

Process/Skill Questions

- What data collection method is considered most valid in analyzing data?
- How do businesses benefit from market research?
- Why should market research data be well organized?
- How might market research data be used by the fashion retailer?
- What is a management information system (MIS)? What is its role in market research?

National MBAResearch Standards-Marketing

Evaluate marketing research procedures and findings to assess their credibility.

Exploring Trends

Task Number 47

Identify influences on fashion trends.

Definition

Identification should include major fashion influencers (e.g., designers, celebrities, creative directors, forecasters, stylists, retailers of the past and present).

Process/Skill Questions

- What is a trend? What impacts do trends have on the fashion industry?
- How do the adoption theories affect fashion trends?
- Why does the entertainment industry play such a pivotal role in fashion trends?
- How might fashion trends vary from one customer group to another?
- How does the globalization of the fashion industry affect trends?

National MBAResearch Standards-Business Administration
Task Number 48

Identify fashion market trends.

Definition

Identification should include current trends in the industry, such as

- fast fashion
- niche marketing
- fiber technology
- economy
- trade issues
- scientific advances
- environmental issues
- globalization
- non-store retailing (e.g., Internet, catalogs)
- eco-friendly fashion (i.e., green marketing).

Process/Skill Questions

- How has non-store retailing affected brick-and-mortar stores?
- What are recent fashion fads that were not to your liking?
- How has the U.S. economy influenced fashion trends?
- What scientific advances have influenced fashion forecasting?
- What has created the need for fast fashion, and how does it affect the industry?

National MBA Research Standards-Business Administration

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

Task Number 49

Develop a fashion forecast.

Definition
Development of a fashion forecast should consist of using current fashion publications and resources to make trend predictions.

Process/Skill Questions

- Who are fashion forecasters? Why are they important?
- What is a buying office? What is the role of a buying office in fashion forecasting?
- How far ahead must a buyer predict? Why?
- How might current events affect fashion forecasting?
- What role does color play in fashion forecasting?

National MBAResearch Standards-Marketing

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

Examining Sustainability and Social Responsibility

Task Number 50

Define sustainability and social responsibility.

Definition

Definition should include the importance of sustainability and social responsibility in the fashion industry.

Process/Skill Questions

- What is sustainability in the fashion industry?
- What is social responsibility in the fashion industry?
- How do sustainability and social responsibility influence buying decisions?
- Why are sustainability and social responsibility beneficial to customers and business?

National MBAResearch Standards-Business Administration

Understand the nature of business to show its contributions to society.
Task Number 51

Describe the fashion industry’s impact on the environment.

Definition

Description should include

- energy consumption
- water pollution
- air pollution
- soil depletion
- waste
- working conditions
- chemical use.

Process/Skill Questions

- What is a carbon footprint and why is it important?
- How does the fashion industry act ethically?
- What are some effects of unethical practices?

National MBA Research Standards - Business Administration

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

Task Number 52

Describe social responsibility within the fashion industry.

Definition

Description should include

- the responsibility of industry stakeholders (e.g., manufacturer, designer, retailers, brand)
  - living wages
  - working conditions
- the responsibility of the consumer
- best practices in the industry (e.g., manufacturing processes, textile uses).
Process/Skill Questions

- Why is social responsibility desirable for the fashion industry?
- How can consumers ensure that they are purchasing items that have been responsibly produced?
- How can a wardrobe be repurposed?

National MBA Research Standards - Business Administration

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

Analyzing the Buying Process

Task Number 53

Describe the buying process.

Definition

Description should include

- the target market
- wholesale vendors
- the merchandise plan (financial)
- assortment plan
- sourcing/market
- buying decision
- inventory management (receiving, markdowns, returns to vendors).

Process/Skill Questions

- What types of information should be gathered before developing a merchandise plan?
- Why is a merchandise plan usually developed for a six-month period?
- What are the advantages and disadvantages of having top management develop the merchandise plan? Of having each department head develop his or her department's plan?
- What is the difference between a basic stock plan and a model stock plan?

National MBA Research Standards - Marketing

Employ product-mix strategies to meet customer expectations.
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Task Number 54

Explain sales performance indicators.

Definition

Explanation should include indicators such as

- sell through
- stock turnover
- sales per square foot
- sales per linear foot
- gross margin
- this year/last year percentages.

Process/Skill Questions

- What are key performance indicators (KPI)?
- Which KPI evaluate an individual’s sales performance? Help monitor a store's performance?
- Why should retailers compare this year's (TY) to last year's (LY) sales performance?
- How can LY sales help plan future merchandise selections?

Task Number 55

Examine the role of technology in the buying process.

Definition

Examination should include state-of-the-art computerized inventory management technology (e.g., electronic scanners, electronic data management) and how it facilitates instant reorder and other reports.

Process/Skill Questions

- What disadvantages are associated with new technology?
- How might the use of technology vary among different fashion retail organizations?
- How are employees trained in the use of technology as it relates to the buying process?
• How might a virtual business handle the buying process?
• What kinds of information does a buyer need prior to making buying decisions?

**National MBAResearch Standards-Business Administration**

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

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**Task Number 56**

**Describe assortment planning.**

**Definition**

Description should address the process of deciding whether a product should be purchased. The assortment plan is driven by

- target market wants/needs
- open-to-buy budget
- cost and retail price of merchandise
- fashion trends
- industry trends
- regionalized buying.

**Process/Skill Questions**

- What is *floor-ready merchandise*? How is it beneficial to stores?
- What factors influence a buyer to select a product to sell?
- What are the consequences of poor product selection?
- How does the discovery of a new product line affect the business's bottom line?
- How do channels of distribution affect the buying decision?
- What is *MSRP*?

**National MBAResearch Standards-Business Administration**

Acquire information to guide business decision-making.

**National MBAResearch Standards-Marketing**

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

Employ product-mix strategies to meet customer expectations.
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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**Task Number 57**

**Calculate gross margin, markup, and markdown.**

**Definition**

Calculation of gross margin should consist of determining the amount of profit before operating costs are deducted. Calculating markup should consist of adding amount to cost to determine selling price. Calculating markdown should be the amount of reduction subtracted from selling price.

**Process/Skill Questions**

- Why might a retail fashion business use markdowns?
- When is a markup on an item too high? How much markup is enough?
- What mathematical skills are required in calculating gross margin? Markup? Markdown?
- Why is it important for a sales representative to be able to mentally calculate markdown and markup?
- How do profit and loss relate to markup?
- What is the relationship among price, demand, and profit?

**National MBAResearch Standards-Business Administration**

Analyze cost/profit relationships to guide business decision-making.

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**Task Number 58**

**Describe methods of inventory control.**

**Definition**

Description should include techniques, such as just-in-time (JIT), dollar and unit control, and real-time (e.g., point-of-sale) inventory systems. Description of inventory control methods should consider the following criteria:

- Cost effectiveness
- Effect on customer service
• Appropriateness to product-service mix
• International holidays and events

Process/Skill Questions

• What is the importance of an accurate and reliable inventory control system?
• What are the basic inventory systems used by retail organizations?
• What image does a store's inventory project to customers?
• How do JIT inventory systems affect customer service?
• What are the risks involved in JIT inventory systems? What are the benefits?
• What is shrinkage? How can it be avoided?
• What is the effect of inventory control on profitability?

National MBA Research Standards-Marketing

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

Exploring Product Development

Task Number 59

Simulate product line development.

Definition

Simulation should include the elements of market research, production, material sourcing, prototyping, pricing, and marketing to carry a product from concept to market.

Process/Skill Questions

• How important is a well-developed theme?
• What is the difference between product planning and product mix?
• How do mood/inspiration boards aid in creating a product line?
• How does globalization affect the creation of a product line?
• What risks are associated with securing vendors outside the United States? What are some advantages?

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

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.

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Task Number 60

Compare the pricing strategies of various fashion retailers.

Definition

Comparison should address reasons for pricing policies (e.g., minimum advertised price [MAP], manufacturer's suggested retail price [MSRP]), to include

- increasing sales, volume, or revenue
- upholding the prestigious image of product or retailer
- increasing market share
- enhancing or maintaining market position.

Process/Skill Questions

- Why is it a good idea to check the competition before setting prices?
- What are the advantages and disadvantages to the retailer of "everyday low pricing"?
- What practices are associated with prestige pricing?
- What can be the effects of selling items below vendor price?
- What is a loss leader?

National MBAResearch Standards-Marketing

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

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Task Number 61

Explain the product life cycle.

Definition
Explanation should address the factors involved in the product life cycle (e.g., obsolete items, seasonal items) and the process's relationship to pricing.

Process/Skill Questions

- What do fashion businesses need to consider regarding inventory during each stage of the product life cycle?
- How do fashion products progress through the product life cycle?
- How do fads and classics relate to the inventory aging process?
- How does stock turnover affect the success or failure of a business?
- How does inventory aging affect the profitability or loss of a business?

National MBA Research Standards - Marketing

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

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Analyzing Economics

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Task Number 62

Explain the purpose of economic indicators.

Definition

Explanation should include how an economy is measured and the concepts of

- gross domestic product (GDP)
- gross national product (GNP)
- standard of living index
- consumer price index (CPI)
- producer price index (PPI)
- inflation rate
- unemployment
- recession, depression.

Process/Skill Questions

- Why is it important for someone in the fashion marketing industry to stay informed and up-to-date on economic indicators?
• What might be some negative effects of not staying informed?
• What is the difference between a recession and a depression?
• What is the effect of high unemployment on the local, regional, or national economy?
• How might a change in inflation affect supply and demand in the fashion industry?

National MBAResearch Standards-Business Administration

Understand economic indicators to recognize economic trends and conditions.

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Task Number 63

Examine the nature of global markets.

Definition

Examination should identify the concept of

• imports and exports
• trade deficits
• trade barriers
• trade organizations
• the benefits of global markets in the fashion industry
• methods for achieving a balance of trade.

Process/Skill Questions

• Why is international trade important to the global economy?
• What contributions does the United States make to the global fashion market?
• What are the barriers to trade?
• What is the purpose of the World Trade Organization (WTO)?

National MBAResearch Standards-Business Administration

Understand global trade's impact to aid business decision-making.

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Task Number 64

Discuss the effects of government regulations on the fashion industry.
Definition

Discussion should include the positive and negative effects of major domestic and international laws and regulations on the fashion industry and should emphasize the concept that government regulates business through laws to protect consumers (e.g., tariffs, duties, quotas, barriers to trade).

Process/Skill Questions

- What are examples of agencies and initiatives that set regulatory standards for the fashion industry? How are these enforced?
- What would be an example of a product and label law designed to protect consumers? What protection do such laws offer to consumers?
- What four kinds of information must be present on the labels of all textile products sold in the United States?
- What government agency enforces most laws that protect consumers against deceptive labeling and advertising?
- How is fair trade regulated in the fashion industry?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Task Number 65

Examine the effects of global outsourcing and offshore sourcing.

Definition

Examination should include the effects of outsourcing and offshore sourcing on local and global businesses.

Process/Skill Questions

- What is the difference between outsourcing and offshore outsourcing?
- Why is outsourcing an attractive option for companies?
- What benefit does outsourcing have for a brand or company?
- Why do economists say outsourcing is good for the economy?
Understand global trade's impact to aid business decision-making.

Task Number 66

Differentiate between domestic production and international production.

Definition

Differentiation should contrast domestic and international production of goods by explaining how the two differ in terms of

- cost of goods
- lead time
- cost of money (e.g., financing, exchange rate)
- cost of labor
- minimum order quantity.

Process/Skill Questions

- How would you analyze the advantages and disadvantages of importing goods?
- Why do businesses look abroad for production in the textile/apparel industry?
- What economic factors should be considered when determining domestic or international production?
- How do the costs of goods, money, labor, and lead time influence production?
- What are the effects of quotas? Why are they used?

National MBAResearch Standards-Business Administration

Understand global trade's impact to aid business decision-making.

Planning a Promotional Event

Task Number 67
Research types and effectiveness of promotional events for the fashion industry.

Definition

Research should include evaluating the effectiveness of the following types of promotional events:

- Sales
- Fashion shows
- Trunk shows
- Internet-only promotions
- Social media promotions
- Customer loyalty programs
- Pop-ups
- Sales promotions (e.g., buy-one-get-one [BOGO], gift with purchase [GWP], purchase with purchase [PWP], coupons)

Process/Skill Questions

- What is the purpose of a promotion?
- How do customers respond to coupons, BOGO offers, GWP offers, and PWP offers?
- What are the advantages of promoting a store through a fashion show vs. other methods?
- How can the effectiveness of a promotional event be evaluated?
- What is the purpose of a fashion show?

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 68

Identify the steps in planning a retail promotional event.

Definition

Identification should include

- determining the goal(s) of the event (e.g., to attract customers, to raise money, to establish community relationships)
• selecting a theme
• outlining the agenda/activities that compose the event
• setting the budget
• deciding on the date and time
• identifying the target audience of event
• planning the event
• determining the media mix for publicizing the event
• dividing responsibilities and budget among event staff
• establishing evaluation methods
• implementing evaluation.

Process/Skill Questions

• How does the goal affect the format of the event?
• How should personnel needs be determined?
• What is the difference between a theme and a goal, in terms of a promotional event?
• How does the use of themes determine the success for the retailer, target audience, and event format?
• How is the event budget set? What components play a role?

National MBA Research Standards-Marketing

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

Task Number 69

Plan a fashion show or retail event.

Definition

Planning should include forming the idea for, organizing, and marketing a fashion show or retail event.

Process/Skill Questions

• What security precautions should be implemented for a fashion show or retail event?
• How will merchandise be selected and picked up?
• How will merchandise be stored and cared for during the show or event?
• What role will music and choreography play in the production? How will these decisions be made?
• What type of commentary will be used during the show or event? Who will facilitate commentary?
Task Number 70

Produce a fashion show or retail event.

Definition

Production should include forming the idea for, planning, publicizing, executing, and evaluating a fashion show or retail event. Events may vary from something as simple as distributing coupons to producing a fashion show as a community service project.

Process/Skill Questions

- How should the fashion show or event be publicized?
- What are the purposes of fitting sheets?
- Why should the fashion show stage and runway be drawn to scale ahead of time?
- What does "striking the stage" mean?
- What is the role of a model in the fashion show?
- What is the promotional mix for the production?
- What are models usually instructed to do when they leave the stage?
- Why should a video feed/stream be used during the fashion show or event?
Apply design principles to visual merchandising.

Definition

Application should reflect an understanding of proportion and balance.

Process/Skill Questions

- How can a visual merchandiser stress a new color or trend in a display?
- What roles might technology play in visual merchandising?
- What steps are required in building a store window display?
- How has social media enhanced the world of visual merchandising?
- How important is visual merchandising to retail sales?

National MBAResearch Standards-Marketing

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

Task Number 72

Explain the concept of merchandise placement.

Definition

Explanation should include the concept that merchandise flow is a process by which merchandise is rotated within a department to achieve better visual exposure and to increase sales.

Process/Skill Questions

- How often should merchandise be rotated?
- What are the features of one system of merchandise rotation for sale merchandise?
- How is seasonal merchandise affected by merchandise placement?
- How do buying habits affect merchandise placement?
- How do the target markets’ buying habits affect merchandise placement?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.
Task Number 73

Design a merchandise layout.

Definition

Designing a merchandise layout (i.e., planogram) should include a definition of the term planogram (i.e., a computer-generated floor plan with a picture of the selling floor and merchandise in the best place) and a student-produced planogram for a given fashion department.

Process/Skill Questions

- Why are planograms used?
- What types of fixtures are commonly used in a planogram?
- How often should planograms be changed?
- How can planograms be used to increase sales?
- What can be the results if a planogram is not used in visual merchandising?

National MBAResearch Standards-Marketing

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

Task Number 74

Develop a plan for lighting and signage.

Definition

Development should include display windows and the selling floor.

Process/Skill Questions

- Why does lighting play an important role in the visual display of fashion products?
- What are the primary uses of permanent signs in fashion marketing businesses? Where would they generally be located?
- What are four types of lighting commonly used in displays? Where would each be best placed? Why?
- How often should the lighting and signage plan be changed?
- Why is signage placement important to the visual display?

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

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**Exploring Technology in the Fashion Industry**

**Task Number 75**

**Identify technology used in the fashion industry.**

**Definition**

Identification should include technology used in

- fashion and fabric design
- fashion production
- promotion
- store planning.

**Process/Skill Questions**

- How is computer-aided design used in apparel production? In store planning?
- What is computer-integrated manufacturing? How does it apply to the fashion world?
- What are the advantages of robotics in manufacturing and distribution?
- What is a virtual sample?
- How has artificial intelligence (AI) affected the fashion industry?
- How is 3D printing used in the fashion industry?
- What is a digital dressing room?
- What part does the Universal Product Code (UPC) play in the fashion industry?

**National MBAResearch Standards-Business Administration**

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

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**Task Number 76**
Investigate emerging technology in fashion marketing.

Definition

Investigation should include three-dimensional (3D) body scanning, interactive design stations, e-tailing, and agile manufacturing.

Process/Skill Questions

- How might agile manufacturing change retailing?
- What challenges do fashion retailers face from emerging technology?
- What is mass customization? How will it affect the fashion industry?
- How is body scanning being used for fit?
- How is blockchain being used in the fashion industry?

National MBAResearch Standards-Business Administration

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

Task Number 77

Explore the uses of electronic communication in business.

Definition

Exploration should include e-mail, scanning, video conferencing, inter-store communications, customer assistance phone systems, and the uses of each in conducting business.

Process/Skill Questions

- What is the purpose of an electronic storefront?
- What standard and emerging electronic communication methods exist for conducting business with customers, vendors, and coworkers?
- How are bloggers, expert and customer reviews, and influencers being used to communicate with customers about goods and services?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.
Task Number 78

Review current types of fashion media.

Definition

Review should include media such as

- trade publications
- consumer publications
- Internet sources
- trade associations (e.g., Women’s Wear Daily [WWD], Fashion Group International, Color Association of America, Cotton, Inc.)
- blogs
- social-media sites
- forecasting companies (e.g., WGSN, Fashion Snoops, Business of Fashion)
- National Retail Federation newsletter.

Process/Skill Questions

- What are some trade publications specific to the fashion industry?
- How do consumer publications influence personal style and selection of clothing and accessories?
- Why do fashion businesses need to use fashion media?
- What is the difference between a trade publication and consumer publication?
- What is the importance of how-to videos to fashion marketing?

National MBAResearch Standards-Business Administration

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

National MBAResearch Standards-Marketing

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

Task Number 79

Develop a form of fashion media.

Definition
Development may include creating an advertisement, blog, or magazine.

Process/Skill Questions

- How does an understanding of formal writing help prepare students to enter the public marketplace?
- What role does aesthetic value play in attracting consumers?
- What forms of electronic media are most influential in the fashion industry?
- What careers have been created by the rise of media technology?

National MBAResearch Standards-Marketing

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

Selling the Product

Task Number 80

Create a sales presentation to buyers.

Definition

Creation includes

- understanding the target market (wholesale)
- the rational nature of business buying motives
- features and benefits of the product
- marketplace trends.

Process/Skill Questions

- Why is knowing the target market important in the preparation of a sales presentation?
- What are the steps in a sales presentation? Why is each important?
- What effect has technology had on the buying motives of businesses?
- What factors do businesses consider when making a purchase?
- How does one convince a business to buy/carry a fashion line?

National MBAResearch Standards-Marketing
Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

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

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**Task Number 81**

**Deliver a sales presentation.**

**Definition**

Delivery should include

- speaking clearly, precisely, and courteously
- ensuring accuracy of information
- using appropriate terminology
- using visual aids that assist in presenting the message but do not distract from the presentation.

**Process/Skill Questions**

- What is an example of an effective visual aid?
- How can a speaker be sure the terminology he/she uses is understood by the audience?
- What types of visual aids are appropriate for presentations?
- How might visual aids distract from the spoken message?

**National MBA Research Standards-Marketing**

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

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

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 key factors in building a clientele.**
Definition

Explanation should include

- importance of customer loyalty
- use of customer relationship management (CRM) tools
- sales techniques.

Process/Skill Questions

- What after-sales activities are important in maintaining and building a clientele?
- What are the advantages of building a client database?
- What sales techniques can be used to build customer loyalty?
- Why does it cost less to retain a customer than to obtain a new one?
- How does one build a client list?

National MBAResearch Standards-Marketing

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

Task Number 83

Gather information that can be used to make a sale.

Definition

Gathering information should include asking a client/customer general questions about use and experience with goods or services, then asking specific questions to determine their needs.

Process/Skill Questions

- Why should objections be addressed promptly?
- Why might a salesperson probe for information in a sales situation? When is it appropriate?
- How can body language affect a sales presentation?
- What questions will capture the customer’s attention in a sales situation?

National MBAResearch Standards-Marketing

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
Task Number 84

Describe customer relationship-building techniques.

Definition

Description should include follow-up strategies, such as

- ensuring customer satisfaction
- determining additional needs/wants
- ensuring delivery
- suggesting additional and related merchandise
- using post-sale communications.

Process/Skill Questions

- What is a customer relationship-building technique?
- How does nonverbal communication affect relationships with customers?
- What is meant by active listening?
- How does using follow-up techniques facilitate future sales?

National MBAResearch Standards-Marketing

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

Task Number 85

Explain the concept of sales quotas and related compensation.

Definition

Explanation should include

- types of sales quotas and the characteristics of each
- reasons quotas are important
- problems associated with quotas.

Process/Skill Questions
• What types of businesses assign sales quotas?
• What are the advantages/disadvantages of sales quotas?
• How do sales quotas make a job more challenging?
• What are some proven techniques for meeting sales quotas?
• What are some reasons sales quotas might not be consistently attained?

National MBAResearch Standards-Marketing

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

Exploring Entrepreneurship

Task Number 86

Describe types of business ownership in the fashion industry.

Definition

Description of business ownership should incorporate sole proprietorship, partnership, and corporation and should include the basic operational organization, necessary license or charter, and advantages and disadvantages for each.

Process/Skill Questions

• What are the advantages and disadvantages of various types of businesses?
• What are general and limited partners, and what are their roles in a partnership?
• What documentation is required to set up a corporation?
• What are advantages and disadvantages of owning your business vs. working for someone else?
• What types of risks do entrepreneurs face?

National MBAResearch Standards-Business Administration

Understand economic indicators to recognize economic trends and conditions.

Task Number 87
Identify the personal characteristics and skills of a successful entrepreneur.

Definition

Identification should include the concept that an entrepreneur is an individual who establishes or assumes ownership of a business and takes on the risks and uncertainties of ownership.

Process/Skill Questions

- What types of personality traits could interfere with someone becoming an entrepreneur?
- Why is time management an important skill for entrepreneurs?
- Who are some leading fashion entrepreneurs? What personal characteristics do they possess that led to their success?
- How can involvement in the local community benefit an entrepreneur?
- What is networking and how can it lead to entrepreneurial success?
- What are some resources an entrepreneur can use when choosing a location for a business?
- Why is it important for an entrepreneur to be knowledgeable about competitors in the local market?

National MBAResearch Standards-Business Administration

Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

Task Number 88

Investigate the factors influencing the success rate of businesses.

Definition

Investigation should include success factors such as experience, planning, timing, capital, education, and hard work, and common failures such as consumer bias, lack of capital, and lack of exposure.

Process/Skill Questions

- What are the main reasons a business might fail?
- How can a business adapt quickly to trends or changes in customer buying behavior?
• How can a company use social media to handle customer complaints?
• How can role models be important to entrepreneurial success?
• How can a business counteract negative online reviews?

National MBAResearch Standards-Business Administration

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

Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

Task Number 89

Explore sources of capital and financing methods for an entrepreneurial fashion business.

Definition

Exploration should include banks, the Small Business Administration (SBA), personal funds, and local chambers of commerce. Exploration should address the concept that financing/credit is important to the entrepreneur for the purpose of purchasing start-up goods and maintaining cash flow for the business.

Process/Skill Questions

• What are the traditional sources of financing for businesses? What types of financing are newer or emerging?
• What is bootstrapping? How could it be used to get a new business off the ground?
• What should an entrepreneur consider when calculating start-up costs?
• What is the advantage of SBA loans vs. traditional bank loans?
• What financing options carry the highest finance charges/interest rates?
• What are the three main types of capital an entrepreneur or business owner should have?
• What is the biggest expense for most small businesses?

National MBAResearch Standards-Business Administration

Analyze financial needs and goals to determine financial requirements.

Determine needed resources for a new business venture to contribute to its start-up viability.
Develop concept for new business venture to evaluate its success potential.

Implement financial skills to obtain business credit and to control its use.

Manage financial resources to ensure solvency.

Manage personal finances to achieve financial goals.

Understand the use of financial-services providers to aid in financial-goal achievement.

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**Task Number 90**

**Analyze the economic importance of entrepreneurship.**

**Definition**

Analysis of entrepreneurship's importance to the economy should include its benefits to local, state, and national interests.

**Process/Skill Questions**

- How and why does government encourage and assist prospective entrepreneurs?
- How does the addition of the entrepreneurial element support economic development?
- How does fashion entrepreneurship compare to other fields of entrepreneurship in terms of contribution to the national, state, and local economy?
- Why are small businesses important to the economy?
- Why is it important for consumers to support local businesses?

**National MBAResearch Standards-Business Administration**

Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.

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

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**Task Number 91**

**Describe the economic effects of counterfeits and knock-offs in the fashion industry.**
Definition

Description should include

- brand protection
- licensing
- trademark
- intellectual property
- trade dress.

Process/Skill Questions

- 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 are the three main types of intellectual property?

National MBA Research Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Task Number 92

Research safety policies/procedures to protect employees, customers, and vendors.

Definition

Research should focus on opportunities to ensure a safe and healthy work environment, to include

- analyzing the workplace environment to minimize hazardous conditions
- developing and documenting procedures for responding to emergencies
- identifying equipment (e.g., first-aid kit, defibrillator) needed for responding to emergencies
- identifying strategies for maximizing a healthy work environment.

Process/Skill Questions

- What are some potential hazards in the workplace?
- Why is it important that safety-related policies and procedures be documented?
National MBA Research Standards-Business Administration

Adhere to health and safety regulations to support a safe work environment.

Identify potential business threats and opportunities to protect a business' financial well-being.

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Task Number 93

Implement security policies/procedures to minimize chance of loss.

Definition

Implementation should include analyzing security risks (e.g., intruders, shoplifters, embezzlement, robbery) and documenting policies and procedures that minimize them.

Process/Skill Questions

- How can floor layouts be designed to minimize shoplifting?
- Who is responsible for implementing security policies?
- What are ways to reduce shoplifting?
- What procedures can a business put in place to minimize employee theft/embezzlement?
- What is inventory shrinkage?
- How does shrinkage affect all customers?
- How does product obsolescence pose a risk for a business?

National MBA Research Standards-Business Administration

Develop policies/procedures to protect workplace security.

Identify potential business threats and opportunities to protect a business' financial well-being.

Implement security policies/procedures to minimize chance for loss.
Task Number 94

Explain the nature of workplace regulations.

Definition

Explanation should include the reasons for workplace regulations and organizations and should describe the jurisdiction of the Occupational Safety and Health Administration (OSHA), the Americans with Disabilities Act (ADA), and the Equal Employment Opportunity Commission (EEOC).

Process/Skill Questions

- How does government influence business operations?
- What are government agencies that regulate workplace safety?
- How do laws protect employees in the workplace?
- How does the ADA influence building design?
- What is the Consumer Bill of Rights, and how does it protect the consumer?
- How can failure to comply with government regulations affect a business’s reputation? Profit?

National MBA Research Standards - Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Adhere to health and safety regulations to support a safe work environment.

Developing Employability Skills

Task Number 95

Create an electronic portfolio.

Definition

Creation should include

- résumé
• cover letter
• work samples.

Process/Skill Questions

• What sources should be used for gathering information to include in a cover letter?
• What would an employer look for in an applicant's cover letter?
• When is the best time to submit an electronic portfolio?
• What are different portfolio formats?
• Why is it important to consider the needs of a potential employer when preparing a portfolio?
• What are the different types of résumés, and how does an applicant determine which type to use?
• How often should a résumé be updated?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

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

Task Number 96

Research career trends and opportunities in fashion marketing.

Definition

Research should include using print and electronic versions of a variety of fashion media (e.g., magazines, Internet news services, blogs), along with traditional sources (e.g., the Dictionary of Occupational Titles, the Occupational Outlook Handbook) to keep current with the latest industry trends.

Process/Skill Questions

• Why is it important to use a variety of sources when researching trends and careers?
• What methods might be used to learn about career opportunities as soon as they arise?
• What are the benefits of a career in fashion?
• How can social media and career networking sites be used to research career and industry trends?
Implement job-seeking skills to obtain employment.

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

Task Number 97

Prepare a career development plan.

Definition

Preparation should include listing SMART goals to achieve before and during a career and may include, but is not limited to, the following considerations:

- Educational and training requirements
- Personal traits needed for success in fashion careers
- Job-hunting strategies
- Internships and entry-level positions
- Desired job benefits (e.g., location, hours, salary)
- Timeline for advancement in the career
- Related or alternative fashion careers

Process/Skill Questions

- What type of planning is involved in career development?
- What type and level of education is required for a career in fashion management?
- Why should a time frame be part of a career plan?
- What are transferable skills? Why are they valuable?

Task Number 98

Explore postsecondary training and educational opportunities.
Definition

Exploration should include community colleges, universities, and organizations that offer academic programs and professional training for students preparing for careers in fashion.

Process/Skill Questions

- What resources provide information about postsecondary training and education required for fashion careers?
- What are the different types of degrees offered in fashion?
- What options are available for financing fashion-related postsecondary training and education?
- What factors should be considered when choosing a fashion school?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Task Number 99

Tailor interview techniques to a variety of companies.

Definition

Tailoring interview techniques should include

- gathering information about the company's style (i.e., whether casual or formal)
- considering the type of interview (e.g., one-on-one, panel)
- preparing questions that illustrate an interest in the company and the position.

Process/Skill Questions

- How does a workplace’s style influence what you might expect during an interview?
- How can researching the company prior to the interview aid you during the interview?
- How do you modify your interview techniques based on the needs of the potential employer?
- What resources are available to gather information on a company?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.
Task Number 100

Demonstrate networking skills for professional development.

Definition

Demonstration should include

- participating in industry-related events
- introducing oneself
- sharing business cards
- approaching potential employers
- participating in mentorships
- using social media and career networking sites
- exploring the role of professional/trade organizations in career development.

Process/Skill Questions

- Why is networking important at all stages of a career?
- What are the most effective methods for following up with a contact?
- What are the benefits of participation in a professional/trade organization?
- How can membership in a professional/trade organization boost one's employability?

National MBAResearch Standards-Business Administration

Utilize career-advancement activities to enhance professional development.

Preparing for Industry Certification

Task Number 101

Describe the process and requirements for obtaining industry certifications.

Definition

Description should include a list of industry certifications related to the Advanced 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 102

Identify testing skills/strategies for a certification examination.

Definition

Identification should be undertaken by

• conducting an Internet research project
• reviewing materials from publishers
• interviewing certified instructors and/or industry-certified professionals.

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 103

Demonstrate ability to successfully complete selected practice examinations.

Definition
Demonstration should include obtaining and successfully completing practice examinations for selected certifications (e.g., practice questions similar to those on certification exams) related to the course. Practice examinations should be obtained from vendor sites and/or publishers.

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

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Task Number 104

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

Definition

Completion 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 (e.g., Customer Service and Sales Certification, Advanced Customer Service and Sales Certification, Retail Management Certification).

Students should be encouraged to attain industry certification as evidence of their skill level and general employability.

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

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SOL Correlation by Task

<p>| Trace the evolution of fashion styles and textiles and their effect on current trends. | English: 11.5, 12.5 |
| History and Social Science: GOVT.12, VUS.7, VUS.8, VUS.10, VUS.14, WG.17, WHII.8, WHII.9, WHII.14 |
| Research specific economic, demographic, social, political, geographic, social media, and psychographic factors influencing fashion. | English: 11.5, 11.8, 12.5, 12.8 |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>English: 11.5, 12.5</th>
<th>Mathematics: AFDA.1, AFDA.2, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.8*, PS.9*, PS.10*</th>
<th>History and Social Science: GOVT.1, GOVT.3, GOVT.12, VUS.1, VUS.8, VUS.14, WG.1, WHII.1, WHII.8, WHII.14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyze fabric samples that demonstrate various weaves, textures, and finishing techniques.</td>
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<tr>
<td>Describe fabric construction and finishes commonly used in the fashion industry.</td>
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<tr>
<td>Explain the relationship between fabric characteristics and product use.</td>
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<tr>
<td>Describe the market research process.</td>
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<tr>
<td>Conduct market research.</td>
<td>English: 11.5, 11.8, 12.5, 12.8</td>
<td>Mathematics: AFDA.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.8*, PS.9*, PS.10*</td>
<td></td>
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<tr>
<td>Analyze market research findings.</td>
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<tr>
<td>Identify influences on fashion trends.</td>
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<tr>
<td>Identify fashion market trends.</td>
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<tr>
<td>Develop a fashion forecast.</td>
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<tr>
<td>Define sustainability and social responsibility.</td>
<td></td>
<td></td>
<td>History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14</td>
</tr>
<tr>
<td>Describe the fashion industry’s impact on the environment.</td>
<td></td>
<td></td>
<td>History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14</td>
</tr>
<tr>
<td>Describe social responsibility within the fashion industry.</td>
<td></td>
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<td>History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14</td>
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<tr>
<td>Describe the buying process.</td>
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<tr>
<td>Explain sales performance indicators.</td>
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<tr>
<td>Examine the role of technology in the buying process.</td>
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<tr>
<td>Describe assortment planning.</td>
<td></td>
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<tr>
<td>Calculate gross margin, markup, and markdown.</td>
<td></td>
<td>History and Social Science: GOVT.14, GOVT.15</td>
<td></td>
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<tr>
<td>Describe methods of inventory control.</td>
<td></td>
<td>English: 11.5, 12.5</td>
<td></td>
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<tr>
<td>Task</td>
<td>English:</td>
<td>History and Social Science:</td>
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<td>----------------------------------------------------------------------</td>
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<tr>
<td>Simulate product line development.</td>
<td>11.1, 12.1</td>
<td>GOVT.14, GOVT.15</td>
<td></td>
</tr>
<tr>
<td>Compare the pricing strategies of various fashion retailers.</td>
<td>11.5, 12.5</td>
<td>GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14</td>
<td></td>
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<tr>
<td>Explain the product life cycle.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Explain the purpose of economic indicators.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Examine the nature of global markets.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Discuss the effects of government regulations on the fashion industry.</td>
<td>11.1, 12.1</td>
<td>GOVT.7, GOVT.8, GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>Examine the effects of global outsourcing and offshore sourcing.</td>
<td>11.5, 12.5</td>
<td>GOVT.12, VUS.14, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>Differentiate between domestic production and international production.</td>
<td>11.5, 12.5</td>
<td>GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14</td>
<td></td>
</tr>
<tr>
<td>Research types and effectiveness of promotional events for the fashion industry.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
<td></td>
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</tr>
<tr>
<td>Identify the steps in planning a retail promotional event.</td>
<td>11.5, 12.5</td>
<td>Mathematics: AFDA.8, PS.8*, PS.9*, PS.10*</td>
<td></td>
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<tr>
<td>Plan a fashion show or retail event.</td>
<td>11.1, 12.1</td>
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<tr>
<td>Produce a fashion show or retail event.</td>
<td>11.1, 12.1</td>
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<tr>
<td>Apply design principles to visual merchandising.</td>
<td>11.5, 12.5</td>
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<tr>
<td>Explain the concept of merchandise placement.</td>
<td>11.5, 12.5</td>
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<tr>
<td>Design a merchandise layout.</td>
<td>11.1, 11.3, 11.5, 12.1, 12.3, 12.5</td>
<td></td>
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<tr>
<td>Develop a plan for lighting and signage.</td>
<td>11.1, 12.1</td>
<td></td>
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<tr>
<td>Identify technology used in the fashion industry.</td>
<td>11.5, 12.5</td>
<td>GOVT.12, WG.17, WHII.14</td>
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<tr>
<td>Task</td>
<td>English:</td>
<td>History and Social Science:</td>
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<tr>
<td>----------------------------------------------------------------------</td>
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<tr>
<td>Investigate emerging technology in fashion marketing.</td>
<td>11.5, 12.5</td>
<td>GOVT.12, WG.17, WHII.14</td>
<td></td>
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<tr>
<td>Explore the uses of electronic communication in business.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
<td>GOVT.12, WG.17, WHII.14</td>
<td></td>
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<tr>
<td>Review current types of fashion media.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
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<tr>
<td>Develop a form of fashion media.</td>
<td>11.1, 12.1</td>
<td>GOVT.12, WG.17, WHII.14</td>
<td></td>
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<tr>
<td>Create a sales presentation to buyers.</td>
<td>11.1, 12.1</td>
<td></td>
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<tr>
<td>Deliver a sales presentation.</td>
<td>11.1, 12.1</td>
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<tr>
<td>Explain key factors in building a clientele.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Gather information that can be used to make a sale.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
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<tr>
<td>Describe customer relationship-building techniques.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Explain the concept of sales quotas and related compensation.</td>
<td>11.5, 12.5</td>
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<tr>
<td>Describe types of business ownership in the fashion industry.</td>
<td>11.5, 12.5</td>
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<tr>
<td>Identify the personal characteristics and skills of a successful entrepreneur.</td>
<td>11.5, 12.5</td>
<td></td>
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</tr>
<tr>
<td>Investigate the factors influencing the success rate of businesses.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
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<td></td>
</tr>
<tr>
<td>Explore sources of capital and financing methods for an entrepreneurial fashion business.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
<td>GOVT.7, GOVT.8</td>
<td></td>
</tr>
<tr>
<td>Analyze the economic importance of entrepreneurship.</td>
<td>11.5, 12.5</td>
<td></td>
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<tr>
<td>Describe the economic effects of counterfeits and knock-offs in the fashion industry.</td>
<td>11.5, 12.5</td>
<td>GOVT.14, GOVT.15</td>
<td></td>
</tr>
<tr>
<td>Research safety policies/procedures to protect employees, customers, and vendors.</td>
<td>11.5, 11.8, 12.5, 12.8</td>
<td>VUS.8, WHII.8</td>
<td></td>
</tr>
<tr>
<td>Implement security policies/procedures to minimize chance of loss.</td>
<td>11.1, 12.1</td>
<td></td>
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<tr>
<td>Explain the nature of workplace regulations.</td>
<td>11.5, 12.5</td>
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</tr>
</tbody>
</table>
**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

**Teaching Resources**

**Exploring the History and Nature of Fashion**

- [Fashion History Timeline](http://www.sculpturecenter.org/education/fashion_history_timeline.html), Fashion Institute of New York, State University of New York.

**Characterizing Textiles**

- [Textiles Nanotechnology Laboratory](http://www.cornell.edu/), Cornell University.
- [The Textile Museum](http://www.textilemuseum.org/), The George Washington University Museum.
- [Textile Fibers](http://www.uteach.net/textile_fibers.html), Utah Education Network.

**Analyzing Design and Color Fundamentals**

- [Introduction to the Principles of Design and Balance](http://www.uteach.net/principles.html), Utah Education Network.

**Understanding Marketing Concepts**

Exploring Trends in the Fashion Industry


Exploring Fashion Retailing

- *Fashion Strategies*, Utah Education Network.
- *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

- *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

• [Fashion Jobs](#), WWD Careers

General Resources

• [Virginia DECA](#)
• United States Small Business Administration

**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.

**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
- Retail Merchandising 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 (8140/36 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>
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<tbody>
<tr>
<td>Performing Arts</td>
<td>Cinematographer</td>
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<td></td>
<td>Costume Designer</td>
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<td>Lighting Designer</td>
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<td>Technical Director</td>
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<td>Video, Film Editor</td>
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<tr>
<td>Visual Arts</td>
<td>Fashion Designer</td>
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<td>Fashion Illustrator</td>
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<tr>
<td>Career Cluster: Marketing</td>
<td>Occupations</td>
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</tr>
<tr>
<td><strong>Pathway</strong></td>
<td><strong>Occupations</strong></td>
</tr>
</tbody>
</table>
| Marketing Communications | Advertising and Promotions Manager  
|                          | Art Director  
|                          | Marketing Manager  
|                          | Media Planner, Buyer  
|                          | Public Relations Specialist  
|                          | Sales Manager  |
| Marketing Management     | Brand Manager  
|                          | Chief Executive Officer  
|                          | Entrepreneur  
|                          | Marketing Manager  
|                          | Retail Manager  |
| Marketing Research       | Brand Manager  
|                          | Database Administrator  
|                          | Market Research Analyst  
|                          | Product Planner  |
| Merchandising            | Account Executive  
|                          | Merchandise Buyer  
|                          | Merchandise Displayer, Window Trimmer  
|                          | Merchandise Manager  
|                          | Merchandising Coordinator  
|                          | Retail Manager  |
| Professional Sales       | Account Executive  
|                          | Investment Banker  
|                          | Manufacturer's Sales Representative  
|                          | Sales Manager  
|                          | Salesperson  
|                          | Telemarketer  |