

Standards Correlations

Fashion Marketing, Advanced (8145)

Task	SOL Correlations	National MBA Research Standards
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>	
Demonstrate critical thinking and problem solving.	<p>English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6,</p>	

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	11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

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	Science: CH.1	
Demonstrating Interpersonal Skills		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		

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Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5,	

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	A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	<p>English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1</p>	
Demonstrate an understanding of information security.	<p>English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1</p> <p>Mathematics: COM.10</p>	
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9	

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	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1	
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	

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Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		

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Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16	
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		

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Participate in a WBL experience, when appropriate.		
Exploring the Nature and History of Fashion		
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, WHIL.8, WHIL.9, WHIL.14	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Research specific economic, demographic, social, political, geographic, social media, and psychographic factors influencing fashion.	English: 11.5, 11.8, 12.5, 12.8 History and Social Science: GOVT.1, GOVT.3, GOVT.12, VUS.1, VUS.8, VUS.14, WG.1, WHIL.1, WHIL.8, WHIL.14	Business Administration- Understand fundamental economic concepts to obtain a foundation for employment in business.
Characterizing Textiles		
Analyze fabric samples that demonstrate various weaves, textures, and finishing techniques.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Describe fabric construction and finishes commonly used in the fashion industry.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Explain the relationship between fabric characteristics and product use.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of

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		product/service management to understand its nature and scope.
Performing Market Research		
Describe the market research process.	English: 11.5, 12.5	Marketing- Acquire foundational knowledge of marketing-information management to understand its nature and scope.
Conduct market research.	English: 11.5, 11.8, 12.5, 12.8 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*	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.
Analyze market research findings.	English: 11.5, 11.8, 12.5, 12.8 Mathematics: AFDA.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.8*, PS.9*, PS.10*	Marketing- Evaluate marketing research procedures and findings to assess their credibility.
Exploring Trends		

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Identify influences on fashion trends.	English: 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Identify fashion market trends.	English: 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Develop a fashion forecast.	English: 11.1, 12.1	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Examining Sustainability and Social Responsibility		
Define <i>sustainability</i> and <i>social responsibility</i> .	English: 11.3, 12.3 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Understand the nature of business to show its contributions to society.
Describe the fashion industry's impact on the environment.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Understand the nature of business to show its contributions to society.
Describe social responsibility within the fashion industry.	English: 11.5, 12.5 History and Social Science: GOVT.12,	Business Administration- Understand the nature of business to

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	VUS.14, WG.17, WHII.14	show its contributions to society.
Analyzing the Buying Process		
Describe the buying process.	English: 11.5, 12.5	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).
Explain sales performance indicators.	English: 11.5, 12.5	
Examine the role of technology in the buying process.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Utilize information-technology tools to manage and perform work responsibilities.
Describe assortment planning.		Business Administration- Acquire information to guide business decision-making. Marketing- Develop a foundational knowledge of pricing to understand its role in marketing. Employ product-mix strategies to meet

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		<p>customer expectations.</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>
Calculate gross margin, markup, and markdown.	History and Social Science: GOVT.14, GOVT.15	<p>Business Administration-</p> <p>Analyze cost/profit relationships to guide business decision-making.</p>
Describe methods of inventory control.	English: 11.5, 12.5	<p>Marketing-</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p>
Exploring Product Development		
Simulate product line development.	English: 11.1, 12.1	<p>Marketing-</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Generate product ideas to contribute to ongoing business success.</p> <p>Position products/services to acquire</p>

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		desired business image.
Compare the pricing strategies of various fashion retailers.	English: 11.5, 12.5	Marketing- Develop a foundational knowledge of pricing to understand its role in marketing.
Explain the product life cycle.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Analyzing Economics		
Explain the purpose of economic indicators.	English: 11.5, 12.5 History and Social Science: GOVT.14, GOVT.15	Business Administration- Understand economic indicators to recognize economic trends and conditions.
Examine the nature of global markets.	English: 11.5, 12.5 History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14	Business Administration- Understand global trade's impact to aid business decision-making.
Discuss the effects of government regulations on the fashion industry.	English: 11.1, 12.1 History and Social Science: GOVT.7, GOVT.8, GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14	Business Administration- Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

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Examine the effects of global outsourcing and offshore sourcing.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration Understand global trade's impact to aid business decision-making.
Differentiate between domestic production and international production.	English: 11.5, 12.5 History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.14, WG.17, WHII.14	Business Administration- Understand global trade's impact to aid business decision-making.
Planning a Promotional Event		
Research types and effectiveness of promotional events for the fashion industry.	English: 11.5, 11.8, 12.5, 12.8	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.
Identify the steps in planning a retail promotional event.	English: 11.5, 12.5 Mathematics: AFDA.8, PS.8*, PS.9*, PS.10*	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope.
Plan a fashion show or retail event.	English: 11.1, 12.1	Marketing- Understand the use of an advertisement's components to communicate with targeted audiences.

Task	SOL Correlations	National MBA Research Standards
Produce a fashion show or retail event.	English: 11.1, 12.1	Marketing- Understand the use of an advertisement's components to communicate with targeted audiences.
Developing Visual Merchandising and Store Presentation		
Apply design principles to visual merchandising.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope.
Explain the concept of merchandise placement.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Design a merchandise layout.	English: 11.1, 11.3, 11.5, 12.1, 12.3, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Develop a plan for lighting and signage.	English: 11.1, 12.1	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Exploring Technology in the Fashion Industry		

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Identify technology used in the fashion industry.	English: 11.5, 12.5 History and Social Science: GOVT.12, WG.17, WHII.14	Business Administration- Utilize information-technology tools to manage and perform work responsibilities.
Investigate emerging technology in fashion marketing.	English: 11.5, 12.5 History and Social Science: GOVT.12, WG.17, WHII.14	Business Administration- Utilize information-technology tools to manage and perform work responsibilities.
Explore the uses of electronic communication in business.	English: 11.5, 11.8, 12.5, 12.8 History and Social Science: GOVT.12, WG.17, WHII.14	Business Administration- Utilize information-technology tools to manage and perform work responsibilities.
Review current types of fashion media.	English: 11.5, 11.8, 12.5, 12.8	Business Administration- Use social media to communicate with a business's stakeholders. Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope.
Develop a form of fashion media.	English: 11.1, 12.1 History and Social Science: GOVT.12,	Marketing- Acquire a foundational knowledge of

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	WG.17, WHII.14	promotion to understand its nature and scope.
Selling the Product		
Create a sales presentation to buyers.	English: 11.1, 12.1	<p>Marketing-</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Deliver a sales presentation.	English: 11.1, 12.1	<p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>

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Explain key factors in building a clientele.	English: 11.5, 12.5	Marketing- Acquire a foundational knowledge of selling to understand its nature and scope.
Gather information that can be used to make a sale.	English: 11.5, 11.8, 12.5, 12.8	Marketing- Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
Describe customer relationship-building techniques.	English: 11.5, 12.5	Marketing- Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Explain the concept of sales quotas and related compensation.	English: 11.5, 12.5	Marketing- Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Exploring Entrepreneurship		
Describe types of business ownership in the fashion industry.	English: 11.5, 12.5	Business Administration- Understand economic indicators to recognize economic trends and conditions.

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Identify the personal characteristics and skills of a successful entrepreneur.		Business Administration- Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.
Investigate the factors influencing the success rate of businesses.	English: 11.5, 11.8, 12.5, 12.8	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.
Explore sources of capital and financing methods for an entrepreneurial fashion business.	English: 11.5, 11.8, 12.5, 12.8 History and Social Science: GOVT.7, GOVT.8	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.

Task	SOL Correlations	National MBA Research Standards
		<p>Manage financial resources to ensure solvency.</p> <p>Manage personal finances to achieve financial goals.</p> <p>Understand the use of financial-services providers to aid in financial-goal achievement.</p>
Analyze the economic importance of entrepreneurship.	English: 11.5, 12.5	<p>Business Administration-</p> <p>Understand fundamental factors about entrepreneurship to recognize its role and importance in the economy.</p> <p>Understand the nature of business to show its contributions to society.</p>
Describe the economic effects of counterfeits and knock-offs in the fashion industry.	<p>English: 11.5, 12.5</p> <p>History and Social Science: GOVT.14, GOVT.15</p>	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p>
Research safety policies/procedures to protect employees, customers, and vendors.	<p>English: 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: VUS.8, WHII.8</p>	<p>Business Administration-</p> <p>Adhere to health and safety regulations to support a safe work environment.</p> <p>Identify potential business threats and</p>

Task	SOL Correlations	National MBA Research Standards
		opportunities to protect a business' financial well-being.
Implement security policies/procedures to minimize chance of loss.	English: 11.1, 12.1	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.
Explain the nature of workplace regulations.	English: 11.5, 12.5 History and Social Science: GOVT.7, GOVT.8, GOVT.14, GOVT.15	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		
Create an electronic portfolio.	English: 11.6, 11.7, 12.6, 12.7	Business Administration- Implement job-seeking skills to obtain employment. Write internal and external business

Task	SOL Correlations	National MBA Research Standards
		correspondence to convey and obtain information effectively.
Research career trends and opportunities in fashion marketing.	English: 11.5, 11.6, 11.7, 12.5, 12.6, 12.7 History and Social Science: GOVT.7, GOVT.8	Business Administration- Implement job-seeking skills to obtain employment. Write internal and external business correspondence to convey and obtain information effectively.
Prepare a career development plan.	English: 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.
Explore postsecondary training and educational opportunities.	English: 11.5, 11.8, 12.5, 12.8	Business Administration- Participate in career planning to enhance job-success potential.
Tailor interview techniques to a variety of companies.	English: 11.1, 11.5, 12.1, 12.5	Business Administration- Participate in career planning to enhance job-success potential.
Demonstrate networking skills for professional development.	English: 11.1, 12.1	Business Administration- Utilize career-advancement activities to enhance professional development.
Preparing for Industry Certification		

Task	SOL Correlations	National MBA Research Standards
Describe the process and requirements for obtaining industry certifications.	English: 11.5, 11.8, 12.5, 12.8	Business Administration- Participate in career planning to enhance job-success potential. Utilize critical-thinking skills to determine best options/outcomes.
Identify testing skills/strategies for a certification examination.	English: 11.5, 11.8, 12.5, 12.8	Business Administration- Participate in career planning to enhance job-success potential. Utilize critical-thinking skills to determine best options/outcomes.
Demonstrate ability to successfully complete selected practice examinations.	English: 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.
Successfully complete an industry certification representative of skills learned in this course.	English: 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.

