

Standards Correlations

Fashion Marketing (8140)

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,</p>	

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	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, 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, A.8, A.9, AFDA.3, AFDA.4, AFDA.5,	

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	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		

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required of workers within an industry/organization.		
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.		

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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.		
Participate in a WBL experience, when appropriate.		
Exploring the Nature and History of Fashion		
Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, and home fashions.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Identify the components of fashion.	English: 10.5, 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Explain the importance of fashion.	English: 10.5, 11.5, 12.5	Business Administration- Understand the nature of business to show its contributions to society.

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Examine the history of fashion in the 20th century.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.12, VUS.10, VUS.14, WG.17, WHII.14	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Describe the influences that economic, demographic, social, political, geographic, and psychological factors have had on fashion.	English: 10.5, 11.5, 12.5 History and Social Science: VUS.10, VUS.11, VUS.12, VUS.13, VUS.14	Business Administration- Understand fundamental economic concepts to obtain a foundation for employment in business.
Describe the influence of social media on fashion.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Use social media to communicate with a business's stakeholders.
Analyzing Design and Color Fundamentals		
Identify the characteristics of natural and man-made fibers.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
Describe the elements and principles of design.	English: 10.5, 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Identify basic garment and footwear silhouettes and styles.	English: 10.5, 11.5, 12.5	Business Administration-

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		Understand marketing's role and function in business to facilitate economic exchanges with customers.
Analyze the effects of color on fashion.	English: 10.5, 11.5, 12.5	Business Administration- Acquire information to guide business decision-making. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Explain the principles of color psychology.	English: 10.5, 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Explain the purpose of the color wheel.	English: 10.5, 11.5, 12.5	Business Administration- Understand marketing's role and function in business to facilitate economic exchanges with customers.
Understanding Economic and Marketing Concepts		
Explain economic goods and services.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.14, GOVT.15	Business Administration- Understand fundamental economic concepts to obtain a foundation for employment in business.
Identify economic resources used in the fashion industry.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.14, GOVT.15	Business Administration- Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain competition.	English: 10.5, 11.5, 12.5	Business Administration-

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		<p>Understand economic systems to be able to recognize the environments in which businesses function.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>
Analyze the concept of supply and demand.	<p>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p> <p>History and Social Science: GOVT.14, GOVT.15</p>	<p>Business Administration-</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>
Explain the concept of marketing.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Explain economic utility.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.14, GOVT.15</p>	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Explain marketing functions and related activities.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.14, GOVT.15</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Explain the concept of marketing identification.	English: 10.5, 11.5, 12.5	Business Administration-

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		<p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>
Describe the marketing mix.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p>
Identify the channels of distribution used in the fashion industry.	English: 10.3, 10.5, 11.3, 11.5	<p>Marketing-</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
Differentiate between marketing and merchandising.	English: 10.3, 10.5, 11.3, 11.5	<p>Marketing-</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p>

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		Manage channel activities to minimize costs and to determine distribution strategies.
Explain the concept of branding.	English: 10.3, 10.5, 11.3, 11.5	Marketing- Employ product-mix strategies to meet customer expectations. Generate product ideas to contribute to ongoing business success. Position products/services to acquire desired business image.
Developing a Promotional Mix		
Identify the elements of the promotional mix.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope. Understand promotional channels used to communicate with targeted audiences.
Compare the benefits of each type of promotional media.	English: 10.5, 11.5, 12.5	Marketing- Manage promotional activities to maximize return on promotional efforts. Understand promotional channels used to communicate with targeted audiences.
Explain the concept of customer loyalty programs.	English: 10.5, 11.5, 12.5	Business Administration-

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		<p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Exploring Technology in the Fashion Industry		
Describe the effects of technology on the fashion industry.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14</p>	<p>Business Administration-</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p> <p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>
Identify fashion information media.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p>
Identify the roles of fashion information media.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p>
Exploring the Function of Trends		
Define <i>trends</i> , <i>fads</i> , and <i>classics</i> .	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration-

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		Acquire information to guide business decision-making.
Explain the stages of fashion cycles and their effects on fashion marketing.	English: 10.5, 11.5, 12.5	Business Administration- Understand fundamental economic concepts to obtain a foundation for employment in business.
Explain the role of fashion influencers.	English: 10.5, 11.5, 12.5	Business Administration- Acquire information to guide business decision-making.
Exploring Fashion Retailing		
Compare types of fashion retailers and their target markets.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration- Acquire information to guide business decision-making. Marketing- Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).
Identify industry categories of fashion merchandising.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of product/service management to understand its nature and scope.
Exploring the Buying Process		
Define the buying process.	English: 10.3, 11.3, 12.3	Business Administration- Acquire a foundational knowledge of finance to understand its nature and scope.

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		<p>Manage financial resources to ensure solvency.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p>
Describe the psychological effects of pricing.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Differentiate between cost and retail price.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing-</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Identify domestic and international fashion market centers and the focus of each.		<p>Business Administration-</p> <p>Understand the nature of business to show its contributions to society.</p>
Describe the importance of inventory control.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing-</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
Developing Visual Merchandising and Store Presentation		
Describe the elements of visual merchandising.	English: 10.5, 11.5, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p>

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		Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Explain the importance of visual merchandising.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope.
Explain the function of color in visual merchandising.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Explain the use of planograms.	English: 10.5, 11.5, 12.5	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Developing Customer Service and Personal Selling Skills		
Demonstrate communication skills in the fashion workplace.	English: 10.1, 11.1, 12.1	Business Administration- Apply verbal skills to obtain and convey information. Communicate with staff to clarify workplace objectives.

Task	SOL Correlations	National MBA Research Standards
		<p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Present information orally to various audiences.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p>
Identify customer buying motives.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p>
Demonstrate the selling process through the steps of the sale.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p>

Task	SOL Correlations	National MBA Research Standards
		Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Demonstrate customer-service techniques.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Handle different types of customers.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Marketing-</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Translate technical jargon into commonly understood language.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>

Task	SOL Correlations	National MBA Research Standards
Explain company policy to a customer.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Implement organizational skills to facilitate others' work efforts.</p> <p>Maintain business records to facilitate business operations.</p> <p>Marketing-</p> <p>Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Describe procedures for handling a customer complaint.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Foster positive relationships with customers to enhance company image.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Understand the nature of customer relationship management to show its contributions to a company.</p> <p>Marketing-</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Describe methods used to encourage customer retention.	English: 10.5, 11.5, 12.5	Business Administration-

Task	SOL Correlations	National MBA Research Standards
		<p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Developing Employability Skills		
Identify sources for finding job openings.	<p>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: GOVT.8</p>	<p>Business Administration-</p> <p>Implement job-seeking skills to obtain employment.</p>
Complete a job application.	English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	<p>Business Administration-</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Record information to maintain and present a report of business activity.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>

Task	SOL Correlations	National MBA Research Standards
Identify steps to prepare for a job interview and follow-up.	English: 10.5, 11.5, 12.5	Business Administration- Implement job-seeking skills to obtain employment.
Describe various pre-employment tests.	English: 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7	Business Administration- Implement job-seeking skills to obtain employment.
Planning a Career in Fashion		
Identify personal traits important for a fashion career.	English: 10.5, 11.5, 12.5	Business Administration- Acquire self-development skills to enhance relationships and improve efficiency in the work environment.
Describe entry-level positions in fashion.	English: 10.5, 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.
Research an occupational interest in fashion.	English: 10.8, 11.8, 12.8 History and Social Science: GOVT.8	Business Administration- Participate in career planning to enhance job-success potential.
Preparing for Industry Certification		
Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	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: 10.5, 11.5, 12.5	Business Administration-

Task	SOL Correlations	National MBA Research Standards
		<p>Participate in career planning to enhance job-success potential.</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p>
Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Participate in career planning to enhance job-success potential.</p>
Successfully complete an industry certification representative of skills learned in this course.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Participate in career planning to enhance job-success potential.</p>