

# Fashion Marketing (8140)

## Fashion Marketing, Advanced (8145)

### 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.

For additional information about the student organization, contact:

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Online: [DECA, Inc. \(http://www.deca.org\)](http://www.deca.org) and [Virginia DECA \(http://www.vadeca.org\)](http://www.vadeca.org).

### Common Skills Developed When Participating in DECA Events

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

- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations

# Related DECA, Inc. Competitive Events

Career and Technical Education student organization information correlates to course content. As an integral part of the classroom curriculum, DECA’s industry-validated competitive events apply learning, connect to business and promote competition. DECA’s competitive events program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

MARKETING CLUSTER	BUSINESS MANAGEMENT + ADMINISTRATION CLUSTER	FINANCE CLUSTER	HOSPITALITY + TOURISM CLUSTER
<b>PATHWAYS</b> <ul style="list-style-type: none"> <li>Marketing Communications</li> <li>Marketing Management</li> <li>Marketing Research</li> <li>Merchandising</li> <li>Professional Selling</li> </ul>	<b>PATHWAYS</b> <ul style="list-style-type: none"> <li>Administrative Services</li> <li>Business Information Management</li> <li>Corporate/General Management</li> <li>Human Resources Management</li> <li>Operations Management</li> </ul>	<b>PATHWAYS</b> <ul style="list-style-type: none"> <li>Accounting</li> <li>Banking Services</li> <li>Corporate Finance</li> <li>Insurance</li> <li>Securities and Investments</li> </ul>	<b>PATHWAYS</b> <ul style="list-style-type: none"> <li>Lodging</li> <li>Recreation, Amusements, Attractions</li> <li>Restaurant and Food and Beverage Services</li> <li>Travel and Tourism</li> </ul>
<b>INSTRUCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>Channel Management</li> <li>Marketing Information Management</li> <li>Market Planning</li> <li>Pricing</li> <li>Promotion</li> <li>Product/Service Management</li> <li>Selling</li> </ul>	<b>INSTRUCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>Knowledge Management</li> <li>Project Management</li> <li>Quality Management</li> <li>Risk Management</li> </ul>	<b>INSTRUCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>Compliance</li> <li>Financial Information Management</li> <li>Product/Service Management</li> <li>Risk Management</li> </ul>	<b>INSTRUCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>Market Planning</li> <li>Pricing</li> <li>Product/Service Management</li> <li>Promotion</li> <li>Quality Management</li> <li>Risk Management</li> <li>Selling</li> </ul>

BUSINESS ADMINISTRATION CORE

The Virginia DECA events are designed to assist students in the preparation of potential career areas within Marketing, Management, Finance, and Hospitality. DECA members currently affiliated at the state and national level are encouraged to take part in competitive events by beginning competition at the district level.



There are a variety of competitive events that students can participate in but this is a decision that should be made between the student and instructor depending upon the student’s career interest and path \*. Refer to the Chapter Management Guide at <http://vadeca.org> for further details of Virginia events.

Please use the model below provided by DECA Inc. to guide student placement in appropriate competitive events.

## Suggested Grade Levels:

1. Freshman year: **Principles of Business Administration Events** are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Students were previously members of DECA are not eligible for these events.
2. Sophomore year: **Team Decision Making Events** measure students’ ability to analyze one or a combination of elements essential to the effective operation of a business in specific career area.

**Business Operations Research Events** provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparations of a detailed written strategic plan and presentation based on the results of a research study.

3. Junior year: **Prepared Presentation Events** and **Individual Series Events** effectively measure the student’s proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge, and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager, or entrepreneur.
4. Senior year: **Project Management Events, Business Plans, Integrated Marketing, Professional Selling and Consulting Events, and Online Events** (Stock Market Game and Virtual Business Challenge)



- **Tier 1—Business Administration Core:** Consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports. Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for individual Series Events.
- **Tier 2—Career Clusters:** Each career cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Performance indicators in this tier are used in Career Cluster exams. Performance indicators in this tier are used in case



studies for Team Decision Making Events and role-play for Individual Series Events.

- **Tier 3—Career Pathways:** Career Clusters are then separated into career pathway, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway. Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.
- **Tier 4—Specialties:** The specialty level addresses knowledge and skills needs for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales. Because they are so specialized, performance indicators from this tier are not used in DECA’s competitive events.

## PERFORMANCE INDICATORS

Performance indicators for **PRINCIPLES OF BUSINESS ADMINISTRATION** role-plays and exams will be selected from the business administration core.

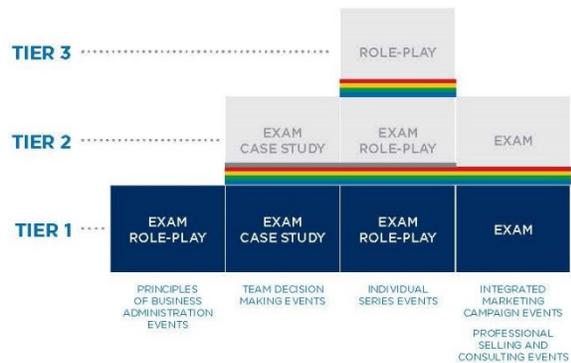
Performance indicators for **TEAM DECISION MAKING** case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for **INDIVIDUAL SERIES** exams will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the **ENTREPRENEURSHIP INDIVIDUAL SERIES EVENT** and **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT** will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the **PERSONAL FINANCIAL LITERACY EVENT** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the JumpStart Coalition® for Personal Financial Literacy.

Performance indicators for the exams used for **INTEGRATED MARKETING CAMPAIGN EVENTS** and **PROFESSIONAL SELLING AND CONSULTING EVENTS** will be selected from the business administration core and appropriate career cluster.



# DECA Competitive Events Listing

## Principles of Business Administrative Events

- Principles of Business Management and Administration (PBM)
- Principles of Finance (PFN)
- Principles of Hospitality and Tourism (PHT)
- Principles of Marketing (PMR)

## Individual Series Events

- Accounting Applications (ACT)
- Apparel and Accessories Marketing Series (AAM)
- Automotive Services Marketing Series (ASM)
- Business Finance Series (BFS)
- Business Services Marketing Series (BSM)
- Entrepreneurship Series (ENT)
- Food Marketing Series (FMS)
- Hotel and Lodging Management Series (HLM)
- Human Resources Management Series (HRM)
- Marketing Communications Series (MCS)
- Quick Service Restaurant Management Series (QRSM)
- Restaurant and Food Service Management Series (RFSM)
- Retail Merchandising Series (RMS)
- Sports and Entertainment Marketing Series (SEM)

## Personal Financial Literacy Event

- Personal Financial Literacy (PFL)

## Team Decision Making Events

- Business Law and Ethics Team Decision Making (BLTDM)
- Buying and Merchandising Team Decision Making (BTDM)
- Entrepreneurship Team Decision Making (ETDM)
- Financial Services Team Decision Making (FTDM)
- Hospitality Services Team Decision Making (HTDM)
- Marketing Management Team Decision Making (MTDM)
- Sports and Entertainment Marketing Team Decision Making (STDM)
- Travel and Tourism Team Decision Making (TTDM)

## Business Operations Research Events

- Business Services Operations Research (BOR)
- Buying and Merchandising Operations Research (BMOR)

- Finance Operations Research (FOR)
- Hospitality and Tourism Operations Research (HTOR)
- Sports and Entertainment Marketing Operations Research (SEOR)

### **Entrepreneurship Events**

- Innovation Plan (EIP)
- Start-Up Business Plan (ESB)
- Independent Business Plan (EIB)
- International Business Plan (IBP)
- Business Growth Plan (EBG)
- Franchise Business Plan (EFB)

### **Integrated Marketing Campaign Events**

- Integrated Marketing Campaign – Event (IMCE)
- Integrated Marketing Campaign – Product (IMCP)
- Integrated Marketing Campaign – Service (IMCS)

### **Professional Selling and Consulting Events**

- Financial Consulting (FCE)
- Hospitality and Tourism Professional Selling (HTPS)
- Professional Selling (PSE)

### **Project Management Events**

- Business Solutions Project (PMBS)
- Career Development Project (PMCD)
- Community Awareness Project (PMCA)
- Community Giving Project (PMCG)
- Financial Literacy Project (PMFL)
- Sales Project (PMSP)

### **Online Events**

- Stock Market Game (SMG)
- Virtual Business Challenge Accounting (VBCAC)
- Virtual Business Challenge Fashion (VBCFA)
- Virtual Business Challenge Hotel Management (VBCHM)
- Virtual Business Challenge Personal Finance (VBCPF)
- Virtual Business Challenge Restaurant (VBCRS)
- Virtual Business Challenge Retail (VBCRT)
- Virtual Business Challenge Sports (VBCSP)

### **Other Events**

- SBE Certification

\*Other events may also be relevant predicated on career interests and the synthesis of multiple tasks listed in the curriculum. Students may also opt to spend time outside of class in occupationally specific skills so that curriculum tasks may be applied to occupationally specific events.

# Teaching Resources

## Exploring the History and Nature of Fashion

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

## Characterizing Textiles

- [Textiles Nanotechnology Laboratory](#), Cornell University.
- [Needles and Pins: Textiles and Tools](#), Museum of International Folk Art.
- [Textiles](#), National Museum of American History.
- [The Textile Museum](#), The George Washington University Museum.
- [Textile Fibers](#), Utah Education Network.

## Analyzing Design and Color Fundamentals

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

## Understanding Marketing Concepts

- [U.S. Small Business Administration learning resources](#). Free, web-based business and marketing courses, including *Plan Your Business*, *Launch Your Business*, *Manage Your Business* and *Grow Your Business*.
- *Marketing* (DVD), Standard Deviants. ISBN 1-59443-496-4.

## Exploring Trends in the Fashion Industry

- [Exploration of the Perpetuating Fast Fashion Consumption Cycle: Young Women's Experiences in Pursuit of an Ideal Self-image, 2019](#). Iowa State University.

## Exploring Fashion Retailing

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

## Identifying Fashion Market Centers

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

## Analyzing Fashion Information Media

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

#### Analyzing Economics in the Fashion Industry

- [The Economic Impact of the Fashion Industry \(2015\)](#), U.S. Congress Joint Economic Committee

#### Developing a Promotional Mix

- [How To Establish a Promotional Mix](#), The Edward Lowe Foundation.
- [Marketing's Promotional Mix: Definition and How to Use It](#), The Edward Lowe Foundation.

#### Enhancing Communication and Customer Service Skills

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

#### Developing Employability Skills and Planning a Career in Fashion

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

#### Planning a Career in Fashion

- [Virginia Career VIEW](#)
- [Fashion Jobs](#), WWD Careers

#### General Resources

- [Virginia DECA](#)
- Wolfe, Mary. *Fashion Marketing and Merchandising*. Tinley Park, Ill.: Goodheart-Willcox, 2019.
- Stone, Claire. *The Dynamics of Fashion*. New York: Fairchild, 2018.
- [United States Small Business Administration](#)

# Entrepreneurship Infusion Units

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