



VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

Department of Teaching & Learning
Parent/Student Course Information

Advanced Fashion Marketing
(ME8145)

One Year, One Credit

Grades 10, 11 or 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

Students with a career interest in apparel and accessories marketing gain in-depth knowledge of the apparel and accessories industry and skills important for supervisory – management employment in apparel businesses. They develop advanced skills unique to fashion marketing and advanced general marketing skills applied to the apparel and accessories industry. Professional selling, sales promotion buying, merchandising, marketing research, product/service technology and supervision as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional and the Advanced Customer Service and Sales Professional for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

PREREQUISITE

Fashion Marketing or Marketing

OPTIONS FOR NEXT COURSE

Enrollment for the Advanced Entrepreneurship & Innovation course should be based on student performance, teacher recommendation and parent input.

REQUIRED STUDENT TEXTBOOK

Fashion: From Concept to Consumer, 2006

COMPETENCIES FOR ADVANCED ENTREPRENEURSHIP

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

Examining All Aspects of an Industry

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.

- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring the Nature and History of Fashion

- 34 Trace the evolution of fashion styles and textiles and their impact on current trends.
- 35 Research specific economic, demographic, social, political, geographic and psychographic factors influencing fashion.

Characterizing Textiles

- 36 Analyze fabric samples that demonstrate various weaves, textures and finishing techniques.
- 37 Describe fabric construction and finishes commonly used in the fashion industry.
- 38 Explain the relationship between fabric characteristics and product use.

Performing Marketing Research

- 39 Describe the market research process.
- 40 Conduct market research.
- 41 Analyze market research findings.
- 42 Apply market research findings.

Exploring Trends in the Fashion Industry

- 43 Identify influences on fashion trends.
- 44 Develop a fashion forecast.
- 45 Identify fashion market trends.

Buying Merchandise for the Fashion Industry

- 46 Identify the target market.
- 47 Distinguish between product development and buying.
- 48 Define assortment planning and product mix.
- 49 Explain the role of a merchandise plan.
- 50 Explain sales performance indicators.
- 51 Explain the importance of planned sales to the open-to-buy plan.
- 52 Compare buying/purchasing policies in various retail fashion businesses.
- 53 Examine the role of technology in the buying process.
- 54 Explain buyer-vendor relationships.
- 55 Describe the product selection process.
- 56 Describe merchandise ordering and delivery procedures.

Developing Merchandise

- 57 Develop a fictional product line.
- 58 Compare the pricing strategies of various fashion retailers.

Pricing Merchandise

- 59 Calculate gross margin, markup, and markdown.
- 60 Calculate break-even point.
- 61 Identify the impact of laws, regulations and ethical issues on pricing.
- 62 Calculate merchandise-related discounts.

Analyzing Fashion Information Media

- 63 Analyze current types of fashion media.
- 64 Develop a form of fashion media.

Analyzing Economics in the Fashion Industry

- 65 Explain the purpose of economic indicators.
- 66 Examine the nature of international trade.
- 67 Examine the impact of government regulations on the fashion industry.
- 68 Examine the impact of global outsourcing and offshore sourcing.
- 69 Analyze the factors that influence the cost of productivity.
- 70 Describe types of business ownership in the fashion industry.
- 71 Examine the concepts of specialization and division of labor.
- 72 Analyze the role of organized labor in the fashion industry.
- 73 Differentiate between domestic production and international production.
- 74 Interpret the phases of the economic cycle and their impacts on the fashion industry.

Controlling Inventory

- 75 Describe methods of inventory control.
- 76 Identify merchandise storage considerations.
- 77 Explain the product life cycle.

Planning a Promotional Event

- 78 Research types and effectiveness of promotional events for the fashion industry.
- 79 Identify the steps in planning a retail promotional event.
- 80 Plan a fashion show or retail event.
- 81 Produce a fashion show or retail event.

Developing Visual Merchandising and Store Presentation

- 82 Apply design principles to visual merchandising.
- 83 Explain the concept of merchandise placement.
- 84 Design a merchandise layout.
- 85 Develop a plan for lighting and signage.

Exploring Technology in the Fashion Industry

- 86 Identify computer technology used in fashion/fabric design, fashion production, promotion and store planning.
- 87 Investigate emerging computer technology applications in fashion marketing.

Enhancing Communication Skills

- 88 Write a professional report.
- 89 Explore the uses of electronic communication to conduct business.
- 90 Deliver a professional oral presentation.

Selling the Product

- 91 Create a sales presentation based on buying motives.
- 92 Explain key factors in building a clientele.
- 93 Gather information from a client or customer that can be used to make a sale.
- 94 Describe customer relationship-building techniques.
- 95 Explain the concept of sales quotas and related compensation.

Exploring Entrepreneurship

- 96 Identify the personal characteristics and skills of a successful entrepreneur.
- 97 Analyze the advantages and disadvantages of entrepreneurship.
- 98 Investigate the factors influencing the success rate of small businesses.
- 99 Evaluate sources of capital for business start-up and operations.
- 100 Analyze the economic importance of entrepreneurship.

101 Explore financing methods in an entrepreneurial fashion business.

Performing a Marketing Analysis

102 Explain the importance and purpose of a marketing plan.

103 Identify components of a marketing plan.

104 Analyze a marketing plan.

Managing a Fashion Marketing Organization/Department

105 Describe the role of management in business success.

106 Describe management planning tools.

107 Identify activities to encourage business growth and development.

Implementing Safety and Regulations in the Global Workplace

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

109 Implement security policies/procedures to minimize chance for loss.

110 Explain the nature of workplace regulations, including the Occupational Safety and Health Administration (OSHA), the Americans with Disabilities Act (ADA) and the Equal Employment Opportunity Commission (EEOC).

Developing Employability Skills

111 Update a traditional or electronic résumé.

112 Research career trends and opportunities in fashion marketing.

113 Prepare a career development plan.

114 Explore postsecondary training and educational opportunities.

115 Tailor a cover letter to a variety of positions.

116 Tailor interview techniques to a variety of companies.

117 Describe the role of professional/trade organizations in career development.

118 Demonstrate networking skills for professional development.

Preparing for Industry Certification

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

120 Identify testing skills/strategies for a certification examination.

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

122 Successfully complete an industry certification representative of skills learned in this course (e.g., Customer Service and Sales Certification, Advanced Customer Service and Sales Certification, Retail Management Certification Assessment, Retail Merchandising Assessment).

Aaron C. Spence, Ed.D., Superintendent
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Produced by the Department of Media and Communications for the
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For further information please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-7, 6-33, 7-48, 7-49, 7-57 and Regulations 2-33.1, 4-4.1, 4-4.2, 4-4.3, 4-6.1, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, counseling services, physical education and athletic, vocational education, instructional materials and extracurricular activities.

To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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(Revised August 2018)