



Department of Teaching & Learning
Parent/Student Course Information

Fashion Marketing
(ME8140)
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

This course is for students with career interests in apparel and accessories marketing. Students develop general marketing skills necessary for successful employment in fashion marketing, general marketing skills applied to the apparel and accessories industry and specialized skills unique to fashion marketing. Personal selling, sales promotion, purchasing, physical distribution, market planning, product/service technology, as well as academic skills related to the content, are part of this course.

CERTIFICATION

Students are eligible to sit for the National Retail Federation 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

None

OPTIONS FOR NEXT COURSE

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

REQUIRED STUDENT TEXTBOOK

Fashion Marketing, 2007

COMPETENCIES FOR FASHION MARKETING

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 of Fashion

- 34 Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, home fashions and auxiliary services.
- 35 Identify the components of fashion.
- 36 Explain the importance of fashion.

Tracing the History of Fashion

- 37 Examine the history of fashion.
- 38 Describe the influence of historical figures and events on fashion.
- 39 Describe the influences that economic, demographic, social, political, geographic and psychological factors have had on fashion.

Characterizing Textiles

- 40 Identify the characteristics of natural and man-made fibers.
- 41 Identify basic fabric-construction techniques.

Analyzing Design and Color Fundamentals

- 42 Describe the elements and principles of design.
- 43 Identify basic garment silhouettes and styles.
- 44 Identify basic footwear silhouettes and styles.
- 45 Analyze the impact of color on fashion.
- 46 Explain the principles of color psychology.
- 47 Explain the purpose of the color wheel.
- 48 Explain the importance of various color-matching systems (e.g., Pantone Matching System).

Understanding Marketing Concepts

- 49 Explain the concept of marketing.
- 50 Explain economic utility.
- 51 Explain marketing functions and related activities.
- 52 Explain the concept of marketing identification.
- 53 Describe the marketing mix.
- 54 Identify the channels of distribution used in the fashion industry.
- 55 Differentiate between marketing and merchandising.
- 56 Explain the concept of branding.

Exploring Technology in the Fashion Industry

- 57 Describe the impact of technology on all aspects of the fashion industry.
- 58 Research the relationship between Web sites and the marketing functions as they relate to fashion marketing.

Exploring the Function of Trends in the Fashion Industry

- 59 Explain the stages of fashion cycles and their impacts on fashion marketing.
- 60 Explain the role of fashion influencers, including current trend-setting designers.
- 61 Distinguish between fashion leaders and followers.
- 62 Explain the economic impacts of knock-offs and counterfeit products on the authentic fashion industry.
- 63 Differentiate between fashion trends and fads.
- 64 Identify current trends in fashion and the sources where they can be found.

Exploring Fashion Retailing

- 65 Compare types of fashion retailers and their target markets.
- 66 Identify industry categories of fashion merchandising.
- 67 Identify nationally known and established local fashion retailers.

Pricing Merchandise

- 68 Describe the major factors affecting selling price.
- 69 Describe the psychological effects of pricing.
- 70 Differentiate between cost and retail price.
- 71 Calculate retail price.

72 Calculate gross profit and net profit.

Identifying Fashion Market Centers

73 Identify domestic and international fashion market centers and the focus of each.

Analyzing Fashion Information Media

74 Identify fashion information media.

75 Identify the roles of fashion information media.

Analyzing Economics in the Fashion Industry

76 Explain economic goods and services.

77 Identify economic resources used in the fashion industry.

78 Explain competition.

79 Analyze the concept of supply and demand.

Controlling Inventory

80 Describe the importance of inventory control.

81 Examine the impact of internal shortage, external shortage and shrinkage on the profit of a fashion business.

Developing a Promotional Mix

82 Identify the elements of the promotional mix.

83 Identify types of promotional media.

84 Compare the benefits of each type of promotional media.

85 Explain the concept of customer loyalty programs.

Developing Visual Merchandising and Store Presentation

86 Explain the importance of visual merchandising.

87 Identify environmental elements that influence the shopper's experience.

88 Identify types and uses of store fixturing.

89 Identify uses of technology in visual merchandising.

90 Explain the use of planograms.

Enhancing Communication Skills

91 Explain the importance of communication in assisting customers and in working with business associates.

92 Demonstrate professional communication skills necessary for success in the fashion workplace.

93 Demonstrate phone etiquette.

94 Demonstrate online etiquette.

95 Write various types of business communications.

96 Give written and oral directions.

97 Follow written and oral directions.

98 Present information orally to various audiences.

Developing Customer Service Skills

99 Explain the importance of customer service.

100 Compare various types of customer service.

101 Respond to inquiries and suggestions from customers, coworkers and supervisors.

102 Translate technical language into commonly understood language.

103 Explain company policy to a customer.

104 Communicate a customer-service suggestion to supervisor.

105 Describe procedures for handling a customer's complaint.

- 106 Handle different types of customers.
- 107 Demonstrate handling an internal customer.
- 108 Explain the role of constructive criticism.
- 109 Demonstrate customer-service techniques.
- 110 Describe methods used to encourage customer retention.

Developing Personal Selling Skills

- 111 Classify customer buying motives.
- 112 Explain the selling process.
- 113 Demonstrate the steps of the sale.

Developing Employability Skills

- 114 Develop a résumé.
- 115 Identify sources for finding job openings.
- 116 Complete job application forms on paper and online.
- 117 Write a cover letter.
- 118 Identify steps to prepare for a job interview and follow-up.
- 119 Describe various pre-employment tests.

Preparing for Industry Certification

- 120 Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course.
- 121 Identify testing skills/strategies for a certification examination.
- 122 Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).
- 123 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).

Planning a Career in Fashion

- 124 Identify personal traits important for a fashion career.
- 125 Describe entry-level positions in fashion.
- 126 Research a fashion occupational interest.
- 127 Identify a professional image for work.

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For further information please call (757) 263-1070.

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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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CHARTING THE COURSE

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