

6631 FASHION MERCHANDISING COURSE OUTLINE

A. COURSE ORIENTATION

Week 1

FA01.00 Identify the components of the Fashion Merchandising course.

- 1.01 Describe the basic content of the Fashion Merchandising course as part of the Marketing Education program.
 - A. Distinguish between programs and courses.
 - B. Explain the organization of the Marketing Education program.
 - C. Explain the objectives of the Fashion Merchandising course.
 - D. Preview the content of the Fashion Merchandising course.
- 1.02 Explain the value of DECA as an integral part of the Fashion Merchandising course.
 - A. Explain the goals of DECA, Inc.
 - B. Identify benefits of DECA membership.
 - C. Explain basic facts related to DECA.
 - D. Explain opportunities available through DECA and the relationship of these opportunities to the Fashion Marketing course.
- 1.03 Identify the scope and importance of the fashion industry to our economy.
 - A. Discuss the fashion industry's impact on the United States economy.
 - B. Identify the four major segments of the fashion industry.

B. EVOLUTION AND MOVEMENT OF FASHION

FA02.00 Explain the evolution and movement of fashion.

Week 2

- 2.01 Interpret the process of fashion forecasting.
 - A. Describe fashion forecasting and fashion trend.
 - B. Explain the importance of forecasting.
 - C. Identify those involved in forecasting.
 - D. Describe activities in fashion forecasting.
 - E. Identify sources of published information used by forecasters.

Week 2

- 2.02 Summarize the movement and acceptance of fashion.
 - A. Define fashion movement and fashion.
 - B. Explain the theories of fashion movement.
 - C. Explain the fashion cycle.
 - D. Identify the five basic principles of fashion movement.
 - E. Compare factors that accelerate or decelerate fashion movement.

Week 3

- 2.03 Recognize the relationship between historical events and fashion evolution.
- A. Investigate historical events and the evolution of fashion during the twentieth century.
 - B. Investigate historical events and the evolution of fashion during the twenty-first century.

Week 3 —Unit Test on 1 03 - 2 03**Week 4**

- 2.04 Identify major fashion centers, types of designers, and price market categories.
- A. Identify major fashion centers.
 - B. Define terms associated with fashion design.
 - C. Identify basic types of designers.
 - D. Identify the price market categories of women's apparel.
- 2.05 Research influential names in fashion design.
- A. Identify influential American designers.
 - B. Identify influential Italian designers.
 - C. Identify influential French designers.
 - D. Identify an influential British designer.

Week 5

- 2.06 Recognize current fashion trends.
- A. Identify terminology related to recognizing fashion trends.
 - B. Identify sources of information used to research trends.
 - C. Research current fashion trends.

Review of Unit 2— Unit 2 Comprehensive Test

FA03.00 Explain the business and economics of the fashion industry.

Week 6 —3 01 - 3 03

- 3.01 Explain the concept of marketing in fashion.
- A. Explain marketing and the marketing concept.
 - B. Explain the concept of market and market identification.
 - C. Explain the marketing mix.
 - D. Explain the marketing functions as they relate to the fashion industry.
- 3.02 Explain the economics of fashion.
- A. Define basic economics terminology.
 - B. Identify economic resources.
 - C. Explain the relationship between supply and demand.
 - D. Identify the economic utilities in relation to the fashion industry.
 - E. Identify economic products as either goods or services.
 - F. Explain the role of profit and competition in the free-market system.
 - G. Explain the business cycle and its impact on the fashion industry.
- 3.03 Identify the types of fashion retailers.
- A. Identify the main types of retailers.
 - B. Describe department store retailing.
 - C. Describe discount store retailing.
 - D. Describe specialty store retailing.
 - E. Describe non-store retailing.

Week 7 3 04; Unit 3 Review; Unit 3 Test

- 3.04 Describe the fashion industry from a global perspective.
- A. Identify United States and world trade policy.
 - B. Explain the relationship of textiles and apparel to developing nations.
 - C. Identify the world's major trade regions.
 - D. Identify apparel counterfeiting issues.
 - E. Describe areas of industry labor abuse.

D. MERCHANDISE INFORMATION

FA04.00 Explain merchandise information used in fashion merchandising.

Week 8

- 4.01 Identify basic textile fibers, fabrics, and their characteristics.
- A. Identify terminology related to the textile industry.
 - B. Explain natural fibers, manufactured fibers, and blends.
 - C. Identify basic natural fibers, their characteristics, care, and uses.
 - D. Explain the common sources of leather and fur.
 - E. Identify basic manufactured fibers, their characteristics, and common uses.
 - F. Describe the steps involved in fabric production.
 - G. Identify the common ways to turn yarn into fabric.
 - H. Discuss fabric finishing.
 - I. Explain current trends and technology in the textile industry.
- 4.02 Explain the elements and principles of design.
- A. Identify the elements and principles of design.
 - B. Explain color.
 - C. Explain shape.
 - D. Explain line.
 - E. Explain texture.
 - F. Explain balance.
 - G. Explain proportion.
 - H. Explain emphasis.
 - I. Explain rhythm.
 - J. Discuss the use of the elements and principles of design to enhance the appearance of various body shapes.

Week 9 4 03 and 4 04

- 4.03 Identify merchandise classifications.
- A. Describe classifications for womenswear.
 - B. Describe classifications for menswear.
 - C. Describe classifications for infants' and children's apparel.
 - D. Describe classifications for accessories.
 - E. Describe additional classifications with the fashion industry.

- 4.04 Explain sizing in apparel.
- A. Describe sizing for womenswear.
 - B. Describe sizing for menswear.
 - C. Describe sizing for infants' and children's apparel.

Week 10 — Review Unit 4 and Unit 4 Test: Introduce 5 01

FA05.00 Develop the skills necessary for selling fashion.

Week 11 —5 01 and 5 02; Comprehensive Review units 1 & 2

- 5.01 Explain selling in the retail environment.
- A. Explain selling as a marketing function.
 - B. Explain the roles of various salespeople.
 - C. Explain the importance of salespeople.
 - D. Explain methods used to motivate salespeople.
 - E. Explain non-selling duties and responsibilities of the salesperson.
- 5.02 Demonstrate the steps of a sale.
- A. Explain the approach.
 - B. Explain ways to determine customers' needs and wants.
 - C. Explain merchandise presentation.
 - D. Explain how to handle customer objections.
 - E. Explain closing the sale.
 - F. Explain suggestion selling.
 - G. Explain the steps in a sales transaction.
 - H. Describe thanking and reassuring the customer.
 - I. Explain sales follow-up.

Week 12 — 5. 03 and Unit 5 Review; Unit 5 Test

5. 03 Perform various mathematical calculations in retail sales.
- A. Calculate basic math.
 - B. Perform the steps necessary to open and close a cash drawer.
 - C. Perform the math for cash sales transactions.
 - D. Explain terms related to retail sales.
 - E. Calculate basic markup and markup percent.
 - F. Calculate basic markdown and markdown percent.

F. FASHION PROMOTION

FA06.00 Recognize the importance of promotion in fashion.

Week 13

- 6.01 Identify the components of the promotional mix.
- A. Explain promotion and its importance.
 - B. Explain the components and coordination of the promotional mix.
 - C. Explain promotional approaches used during the stages of the fashion cycle.
- 6.02 **Discuss fashion advertising.**
- A. Discuss the purposes of fashion advertising.
 - B. Discuss the types of fashion advertising.
 - C. Describe the forms of media used in fashion advertising.
 - D. Explain media mix.

Week 14 —Complete unit 6 and Review for Unit 6 Test

- 6.03 **Explain visual merchandising.**
- A. Define terms related to visual merchandising.
 - B. Explain the goals of visual merchandising.
 - C. Identify the areas of visual merchandising.
 - D. Identify the components of visual presentation.
 - E. Utilize the elements and principles of design in visual merchandising.
- 6.04 **Describe the use of special events in fashion promotion.**
- A. Define special events.
 - B. Explain fashion shows.
 - C. Explain trunk shows.
 - D. Explain special sales.
 - E. Explain celebrity appearances.
 - F. Explain demonstrations.
 - G. Explain charitable celebrations.
 - H. Explain fashion awards.
 - I. Explain sampling.
 - J. Explain premiums.
 - K. Explain personal improvement sessions.
 - L. Explain teen boards.

- 6.05 **Create a fashion promotion plan.**
- A. Review the content guidelines for the promotion plan.
 - B. Review the format guidelines for the promotion plan.
 - C. Review the guidelines for presenting the promotion plan proposal.

G. WORKPLACE READINESS

FA07.00 Develop professional and interpersonal skills needed for success in the fashion industry.

Week 15 Unit 6 Test; Unit 7

7.01 Recognize soft skills necessary in the workplace.

- A. Define soft skills.
- B. Clarify the importance of interpersonal skills.
- C. Explain the importance of ethics.
- D. Describe the value of teamwork.
- E. Explain effective communication in the workplace.

7.02 Demonstrate effective employability skills.

- A. Explain networking.
- B. Prepare or gather documents for use in promoting oneself for employment.
- C. Prepare for an interview.
- D. Describe follow-up steps helpful to those seeking employment.
- E. Explain the proper procedure for resigning from a job.

7.03 Summarize careers in the fashion industry.

- A. Examine the fashion industry as a personal career choice.
- B. Outline steps toward a career goal in the fashion industry.
- C. Outline career opportunities in textiles.
- D. Outline career opportunities in apparel manufacturing.
- E. Outline career opportunities in retail.
- F. Outline career opportunities in auxiliary services related to fashion.
- G. Research Internet-based opportunities in the fashion industry.

Week 16 Unit 7 Review and Test; Begin Comprehensive Review

Week 17 Comprehensive Review in Preparation for CTE State Test

Week 18 Exam Week —Complete Review Sessions and take State Test