

**Marketing Career Cluster
Advanced Fashion, Merchandising and Retailing
Course Number 08.42200**

Course Description:

Advanced Fashion, Merchandising and Retailing is the third course in the Fashion, Merchandising and Retail Management Career Pathway and focuses on the application of knowledge and the performance of key skills required in a retail environment. Students will develop skills necessary for managing the following elements: pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Fashion, Merchandising and Retailing Essentials.

Course Standard 1

MKT-AFMR-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

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Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

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1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 Present a professional image through appearance, behavior and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates

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Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:

Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

MKT-AFMR-2

Review the evolution and movement of fashion.

- 2.1 Explain the process of fashion forecasting and the advantages of forecasting to the industry.
- 2.2 Compare the stages of the fashion cycle using current fashion and fashions from the past.
- 2.3 Explain factors that impact the length of each stage within the fashion cycle.

Course Standard 3

MKT-AFMR-3

Differentiate various market centers and relate their importance to merchandising decisions.

- 3.1 Explain the role of fashion market centers and identify international fashion market centers.
- 3.2 Compare the advantages and disadvantages of using different buying venues such as trade shows, showrooms, and sales representatives.
- 3.3 Explain the sales process at market centers.
- 3.4 Describe the responsibilities of a retail buyer at a market center.
- 3.5 Describe critical components of effective buyer-vendor relationships.
- 3.6 Summarize buyers' strategies for merchandise selection.
- 3.7 Analyze the components of an order placed at a market center.

Course Standard 4

MKT-AFMR-4

Identify major laws that regulate and/or impact the fashion/retail industry.

- 4.1 Describe laws that protect consumers (e.g., product labeling and product safety).
- 4.2 Describe laws that regulate the fashion industry (e.g., the Federal Trade Commission, price fixing, and the Sherman Antitrust Act).
- 4.3 Describe key industry groups and the role each group plays in the fashion ecosystem.

Course Standard 5

MKT-AFMR-5

Analyze economics in the fashion industry.

- 5.1 Compare and contrast the concept of economic resources versus economic goods/services.
- 5.2 Describe current economic trends in the United States and outline the influence of the trends on decision-making in fashion/retail merchandising.
- 5.3 Describe the impact of such economic indicators as consumer discretionary income, inflation, gross domestic product, and productivity on consumer spending on fashion and other retail products and services.

- 5.4 Contrast typical profit margins of manufacturers, wholesalers, and retailers in the fashion/retail industry.
- 5.5 Explain competition as it relates to fashion designers, manufacturers, and retailers in the marketplace.

Course Standard 6

MKT-AFMR-6

Determine factors to consider when developing a merchandise plan and budget for a business.

- 6.1 Differentiate between cost and retail when determining prices for merchandise.
- 6.2 Calculate gross profit and net profit.
- 6.3 Explain the components of the merchandise plan.
- 6.4 Determine how to maintain the appropriate level and mix of merchandise by employing the concept of “open-to-buy.”
- 6.5 Prepare a buying plan and calculate “open-to-buy” on cost and retail for selected products in an identified business.

Course Standard 7

MKT-AFMR-7

Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

- 7.1 Describe the regulation of marketing-information management.
- 7.2 Discuss the nature of marketing research problems/issues.
- 7.3 Describe methods used to design marketing research studies (e.g., descriptive, exploratory, and causal).
- 7.4 Discuss the nature of sampling plans (e.g., who, how many, how chosen).
- 7.5 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- 7.6 Explain the use of diaries (e.g., product, media-use, contact).
- 7.7 Explain the use of descriptive statistics in marketing decision making.
- 7.8 Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design).
- 7.9 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length and layout).
- 7.10 Assess appropriateness of marketing research for the problem/issue (e.g., research methods, sources of information, timeliness of information).

Course Standard 8

MKT-AFMR-8

Implement an inventory management plan and compute product pricing utilizing cost control methods.

- 8.1 Describe the importance of inventory control.
- 8.2 Examine the impact of internal and external shortage/shrinkage.
- 8.3 Describe the extent to which inventory control impacts profits.
- 8.4 Identify methods of stock planning and explain the importance of stock turnover ratio.
- 8.5 Calculate markups, markdowns, and types of discounts.
- 8.6 Describe the impact of mispricing, internal shortage, and external shortage on profits.
- 8.7 Outline the impact of computer technology on tracking and maintaining inventory.
- 8.8 Explain legal considerations for pricing.

Course Standard 9

MKT-AFMR-9

Describe the product selection process for fashion/retail buying.

- 9.1 Differentiate between assortment planning and product mix.
- 9.2 Describe buying strategies based on a target market.
- 9.3 Identify and classify sizes, styles, and characteristics of women's, men's, and children's fashions.
- 9.4 Identify and discuss the importance of selecting styles for different body types.
- 9.5 Differentiate between private and designer labels and outline the advantages and disadvantages to a retailer in carrying the different labels.
- 9.6 Explain business ethics in product/service management.
- 9.7 Identify consumer protection provisions and roles of appropriate agencies.

Course Standard 10

MKT-AFMR-10

Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

- 10.1 Explain business ethics in selling.
- 10.2 Describe the nature of selling regulations.

Course Standard 11

MKT-AFMR-11

Evaluate and explain the effects of promotion in the fashion/retail industry by developing visual merchandising presentations and promotional plans.

- 11.1 Determine how the various types of promotion are used in the fashion/retail industry.
- 11.2 Discuss the differences in product promotion at the national and local level.
- 11.3 Describe the different types of broadcast media used in fashion/retail marketing (e.g., television and radio).
- 11.4 Discuss the different types of electronic media related to fashion/retail marketing (e.g., online media and specialty media such as iPods).
- 11.5 Explain how public relations are used to support promotional campaigns.
- 11.6 Explain the importance of visual merchandising to consumer behavior and business profits.
- 11.7 Describe the use of business ethics in promotion.
- 11.8 Describe the regulation of promotion.
- 11.9 Prepare a promotional calendar of events for a given line of merchandise.
- 11.10 Design a promotional plan for a special event focused on a target market.
- 11.11 Evaluate the cost of advertising for a specific medium.
- 11.12 Identify elements that influence store layouts.
- 11.13 Identify types of fixtures.
- 11.14 Explain the use of technology in visual merchandising.
- 11.15 Contrast merchandising techniques and store layouts used by various types of retailers such as boutiques, department stores, big box stores, and discounters/jobbers.
- 11.16 Construct an interior display and a window display.

Course Standard 12

MKT-AFMR-12

Analyze the importance of utilizing an efficient distribution system.

- 12.1 Explain legal considerations in channel management.
- 12.2 Explain the nature of channel-member relationships.
- 12.3 Describe the factors a manufacturer considers when selecting a distribution channel for a given line of merchandise.
- 12.4 Outline the effect of bypassing retail stores and shipping directly from the manufacturer to an outlet center.
- 12.5 Contrast common buying and shipping terms used by a manufacturer and a wholesaler.
- 12.6 Outline the decisions to be made in managing the marketing functions of transportation and storage from the manufacturers' and the wholesalers' perspectives.
- 12.7 Explain how the selection of distribution channels affect the cost and retail price of merchandise.
- 12.8 Compare and summarize the benefits of using computerized systems to track and process orders at the manufacturing, wholesaling, or market center levels of distribution.