

Marketing Career Cluster
Fashion, Merchandising and Retailing Essentials
Course Number 08.42100

Course Description:

Fashion, Merchandising and Retailing Essentials is the second course in the Fashion, Merchandising and Retail Management Pathway. This course introduces students to the retail industry including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly 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.

Course Standard 1

MKT-FMRE-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

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application

Georgia Department of Education

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

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

Georgia Department of Education

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
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-FMRE-2

Explore the fashion industry including types of businesses, history, current trends, and the creation of fashion utilizing the elements and principles of design.

- 2.1 Explain the concept of fashion in terms of apparel and accessories.
- 2.2 Identify and describe the different types of businesses that comprise the fashion industry.
- 2.3 Explain the components of fashion locally, nationally, and internationally (e.g., designing, manufacturing, wholesaling, and retailing).
- 2.4 Describe the influence of iconic figures and events on fashion.
- 2.5 Describe the influence that economic, social, media, political, demographic, geographic, and psychological factors have had and currently have on fashion.
- 2.6 Explain the use and importance of fashion cycles.
- 2.7 Explain the role of fashion, including current trend setters and distinguish between fashion innovators and followers.
- 2.8 Explain the impact of “knock-offs” and “counterfeiters” on the fashion industry.
- 2.9 Identify current fads (short term events) and trends (potential of becoming a long-term influence for decades) in fashion.
- 2.10 Explain design, color, fabric and textiles including elements; principles of design; impact, psychology and symbolism of color; purpose/use of the color wheel; characteristics of natural and man-made fibers; and the relationship between fabric characteristics and product use.

Course Standard 3

MKT-FMRE-3

Understand the marketing concepts used in fashion merchandising.

- 3.1 Describe the concept of marketing in relation to fashion.
- 3.2 Explain the value to the customer of a product or service in the fashion industry.
- 3.3 Compare and contrast the marketing functions (i.e., product/service management, distribution, financing, pricing, marketing-information management, promotion, and selling) and related activities as they apply to fashion merchandising.
- 3.4 Explain the importance of marketing strategies utilized in the fashion industry.
- 3.5 Discuss actions employees can take to achieve the company’s desired marketing results.
- 3.6 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
- 3.7 Explain the nature of sales forecasting in fashion merchandising.

Course Standard 4

MKT-FMRE-4

Explore the impact of technology on the fashion industry and merchandising.

- 4.1 Describe the use of technology in the selling function.
- 4.2 Identify the computer technology used in fashion/fabric design, fashion production, and merchandising.
- 4.3 Investigate emerging computer technology applications in fashion marketing.
- 4.4 Explore Internet/World Wide Web applications and sites related to fashion marketing.

Course Standard 5

MKT-FMRE-5

Understand the economic principles and concepts fundamental to business operations and global trade's impact on business decision making.

- 5.1 Explain the importance of fashion in relation to how it impacts the local, state, national, and international economies.
- 5.2 Investigate the basic economic implications of domestic manufacturing versus international manufacturing.
- 5.3 Identify the effects of global trade on retailing.
- 5.4 Explain current retail trends driven by global trade.

Course Standard 6

MKT-FMRE-6

Analyze the impact of marketing information management as it relates to the fashion industry.

- 6.1 Explain the importance of marketing information management to the fashion industry.
- 6.2 Explain the role of ethics in marketing information management.
- 6.3 Describe the use of technology in the marketing information management function.
- 6.4 Compare and contrast the different methods of conducting research.
- 6.5 Explain the role of marketing segmentation on target marketing in the fashion industry.
- 6.6 Describe options businesses use to obtain marketing-research data (e.g., primary and secondary research).
- 6.7 Explain characteristics of effective data-collection instruments.
- 6.8 Explain techniques for processing marketing data.
- 6.9 Describe the relationship between marketing research and product development.
- 6.10 Conduct a marketing research project for a sector or company in the fashion industry and interpret the results.

Course Standard 7

MKT-FMRE-7

Utilize pricing strategies to maximize return on merchandising efforts and meet customers' perception of value.

- 7.1 Relate how customers see value in price only.
- 7.2 Cite evidence how customers see value in factors other than price, such as quality, performance, materials, wear, design, etc.
- 7.3 Explain how value is perceived when combining both price and non-price factors.
- 7.4 Describe the role of business ethics in pricing.
- 7.5 Explain the use of technology in the pricing function.

Course Standard 8

MKT-FMRE-8

Understand the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.

- 8.1 Describe the use of technology in the product/service management function.
- 8.2 Explain the three main market segments of the fashion industry (e.g., primary, secondary, and tertiary).
- 8.3 Compare types of fashion retailers and their target markets.
- 8.4 Identify local, national, and international fashion retailers and market centers.

Georgia Department of Education

- 8.5 Describe the uses of classifications, grades, and standards in marketing and fashion merchandising.
- 8.6 Interpret factors used by marketers to position products/services.
- 8.7 Describe factors used by businesses to position corporate brands.

Course Standard 9

MKT-FMRE-9

Develop a fashion promotion utilizing the promotional mix.

- 9.1 Describe the use of technology in the promotion function.
- 9.2 Identify the elements of the promotional mix (i.e., sales promotion, public relations and publicity, advertising, and personal selling).
- 9.3 Explain the importance of public relations and publicity to the fashion image.
- 9.4 Explain types of media used in retail fashion advertising (e.g., print, broadcast, online, and specialty).
- 9.5 Explain the importance of coordinating elements in advertisements.
- 9.6 Explain considerations used to evaluate whether to participate in trade shows, expositions, or other special promotional events.

Course Standard 10

MKT-FMRE-10

Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods in the fashion industry.

- 10.1 Identify the channels of distribution in moving merchandise from manufacturers and wholesalers to retailers.
- 10.2 Explain the role of wholesalers in the distribution channel.
- 10.3 Describe main methods of transporting (e.g., surface, air, water, electronic) used for fashion business activities and the situation in which each method would be most appropriate.
- 10.4 Describe ethical considerations in channel management.
- 10.5 Coordinate channel management with other marketing activities.

Course Standard 11

MKT-FMRE-11

Identify career opportunities in the fashion industry and appropriate career path credentials.

- 11.1 Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesaling, and retailing levels.
- 11.2 Describe the aptitudes and skill requirements for career sustaining and mid-level management positions in fashion marketing.
- 11.3 Research post-secondary opportunities to prepare for a career in the fashion industry.
- 11.4 List and describe the role of professional organizations in the field of fashion.