

This program is part of the Marketing and Sales Cluster

July 2007

**Florida Department of Education
INTENDED OUTCOMES**

Program Title: Academy of Fashion Marketing

	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8806000	M801020
CIP Number:	0208010200	0208010200
SOC Code	41-1011.00	41-1011.00
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 MKTG MGMT @7 G	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment or advanced training in the fashion marketing and sales industry. The content includes, but is not limited to, employability skills; selling techniques; color and design fundamentals; textiles and yarns; fabric design and construction; planning management; finance; technical and production skills; labor and community issues; health, safety, and environmental issues; and entrepreneurship.

Listed below are the courses that comprise this program when offered at the secondary level:

8806010 – Fashion Essentials
8806020 – Fashion Applications
8806030 – Fashion Marketing Management

- II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this cluster. Equipment and supplies should be provided to enhance hands-on experiences for students in the chosen fashion occupation.
- III. **SPECIAL NOTE:** DECA, “An Association of Marketing Students” (secondary), and Delta Epsilon Chi, “An Association of Marketing Students” (postsecondary), are the appropriate career student organizations for providing leadership training and for reinforcing specific career skills. Career Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.9999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as work-based learning experiences. **When OJT is offered**, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment,

skills, and tasks relevant to the occupation the student has chosen as a career goal. **The student must receive compensation for work performed.**

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week, for the purpose of related instruction and developmental activity. **Employment may be either paid or unpaid.** (For additional information consult the Guided Workplace- Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace- Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning/training plan is highly recommended.

On-the-job activities may be continued as a summer learning experience without classroom instruction for students who participated in the program during the school year immediately preceding the summer assignment.

The OJT course may be taken by a student for one or more semesters at the secondary level enabling the student to earn multiple credits. The specific student performance standards, which the student must achieve to earn credit, must be specified in the OJT training plan.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult career and technical students to exit the programs in this cluster are listed at the program level or at the occupational completion points within the program. These grade level numbers correspond to a grade equivalent score obtained on one of the state designated basic skills examinations. If a student does not meet the basic skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to: identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult career and technical level, this program may be offered in courses. Career and technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44 (3)(b) F. S.

IV. **INTENDED OUTCOMES**: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSONS, RETAIL - SOC 41-2031.00

- 01.0 Demonstrate employability skills.
- 02.0 Demonstrate human relations skills necessary for success in fashion occupations.
- 03.0 Demonstrate proficiency in applying communication and technology skills.
- 04.0 Demonstrate proficiency in applying math skills unique to fashion marketing.
- 05.0 Identify economic principles.
- 06.0 Identify marketing and business fundamentals.
- 07.0 Identify effective selling techniques and procedures.
- 31.0 Discuss the history of fashion.
- 32.0 Discuss the use of design in fashion.
- 08.0 Select a fashion marketing industry for career planning.
- 09.0 Demonstrate applications of distribution to the fashion marketing industry.
- 10.0 Demonstrate applications of financing to the selected fashion marketing industry.
- 11.0 Demonstrate applications of product/service planning to the fashion marketing industry.
- 12.0 Demonstrate applications of marketing information management to the fashion marketing industry.
- 13.0 Demonstrate pricing applications for the fashion marketing industry.
- 14.0 Demonstrate promotion applications for the fashion marketing industry.
- 15.0 Demonstrate purchasing applications to the fashion marketing industry.
- 16.0 Demonstrate applications of safety and risk-management to the fashion marketing industry.
- 17.0 Demonstrate applications of selling to the fashion marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of technology in fashion marketing.
- 33.0 Discuss the fashion design segment.
- 34.0 Identify characteristics of textiles and yarns used in fashion related industries.
- 35.0 Discuss fabric design and construction.
- 36.0 Discuss the steps involved in planning a fashion show.

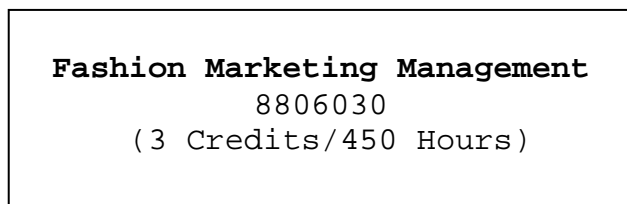
OCCUPATIONAL COMPLETION POINT - DATA CODE B
FIRST-LINE SUPERVISORS AND MANAGER/SUPERVISORS - SALES AND RELATED WORKERS,
FASHION - SOC 41-1011.00

- 20.0 Apply economic principles to fashion.
- 21.0 Apply fashion product and service technology.
- 22.0 Demonstrate merchandising skills appropriate for fashion marketing.
- 23.0 Implement fashion marketing operational techniques.
- 24.0 Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing.
- 25.0 Apply promotional planning techniques and procedures to fashion marketing.

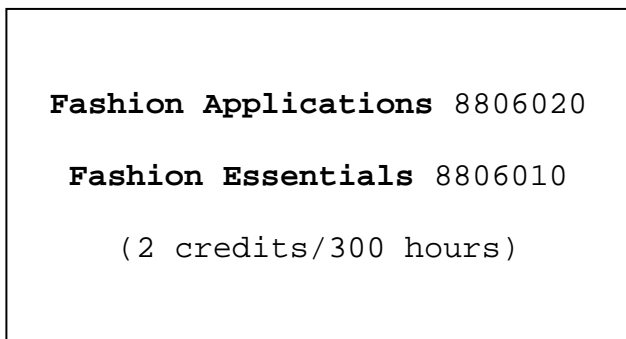
- 26.0 Apply entrepreneurial concepts to fashion marketing.
- 27.0 Apply marketing management principles to a fashion related business.
- 28.0 Analyze global fashion trends in fashion marketing.
- 29.0 Demonstrate applications of technology to fashion marketing.
- 30.0 Apply a career plan to fashion marketing.

The following diagram illustrates the program structure:

ACADEMY OF FASHION MARKETING
8806000 M801020



OCP B
 Retail Manager
 SOC 41-1011.00



OCP A
 RETAIL SALESPERSON
 SOC 41-2031.00

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Program Title: Academy of Fashion Marketing
Secondary Number: 8806000
Postsecondary Number: M801020

OCCUPATIONAL COMPLETION POINT - DATA CODE A
 SALESPERSON, RETAIL - SOC 41-2031.00

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.3.4.2](#), [SC.H.3.4.5](#), [SC.H.3.4.6](#), [SS.D.1.4.1](#)
- 01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, [SC.H.3.4.1](#), [SC.H.3.4.3](#), [SS.A.5.4.7](#)
- 01.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.5.4.1](#), [SC.H.3.4.6](#)
- 01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.5.4.1](#), [SC.H.3.4.6](#), [SS.A.5.4.7](#)
- 01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, [MA.A.1.4.1](#), [SC.H.3.4.2](#)
- 01.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 [SC.H.3.4.3](#)
- 01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, [MA.A.1.4.1](#), [MA.A.1.4.3](#), [SC.H.3.4.3](#), [SS.C.2.4.3](#)
- 01.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4, [SC.H.3.4.1](#), [SS.A.5.4.7](#)
- 01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, [SS.C.2.4.3](#), [SC.H.3.4.4](#)
- 01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.2](#)
- 01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.1.4](#), [SC.H.3.4.3](#), [SS.C.2.4.3](#), [SS.C.2.4.6](#)
- 01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, [MA.A.5.4.1](#), [MA.B.1.4.2](#)

- 01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**
- 01.16 Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.5**
- 01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, **MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6**
- 01.18 Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2

02.0 **DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FASHION OCCUPATIONS**--The student will be able to:

- 02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4
- 02.02 Define and discuss issues involving gender equity, disability, and age LA.B.2.4, LA.C.3.4, LA.D.1.4
- 02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3
- 02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4, LA.C.3.4
- 02.05 Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
- 02.07 Maintain professional personal appearance and attitude.
- 02.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8
- 02.09 Demonstrate self-management, initiative, and multi-tasking.
- 02.10 Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 02.11 Demonstrate professional behavior and etiquette. LA.D.1.4.2
- 02.12 Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3
- 02.13 Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4
- 02.14 Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 02.15 Demonstrate ability to offer and accept feedback. LA.C.3.4.2
- 02.16 Identify and practice stress management and relaxation techniques.
- 02.17 Maintain confidentiality of business matters.
- 02.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
- 02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2

03.0 **DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS**--The student will be able to:

- 03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.03 Demonstrate ability to read and comprehend written communications.
- 03.04 Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4

- 03.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.07 Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.08 Prepare and deliver a business-related presentation. LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
- 03.10 Describe positive customer relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.11 Demonstrate conflict and dispute resolution techniques. LA.A.1.4.3, LA.E.2.4.1
- 03.12 Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2
- 03.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
- 03.14 Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.1, LA.E.2.4.2
- 03.15 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
- 03.16 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.18 Identify types of technology/equipment used in the workplace. LA.B.2.4.4
- 03.19 Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

- 04.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.02 Apply problem-solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1
- 04.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.04 Demonstrate ability to make change correctly. MA.A.1.4, MA.A.2.4.2, MA.B.3.4.1
- 04.05 Calculate tax, gratuity, commission, and miscellaneous charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
- 04.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1
- 04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3
- 04.08 Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1
- 04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1
- 04.11 Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 04.12 Compute and analyze a break-even point.
- 04.13 Operate 10-key keypad. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.14 Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1

- 04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. [MA.B.1.4.1](#), [MA.B.1.4.3](#)
- 04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. [MA.B.1.4.1](#), [MA.B.1.4.3](#), [MA.B.3.4.1](#)

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

- 05.01 Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.02 Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 05.03 Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.04 Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.05 Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.2
- 05.06 Explain concept of price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.07 Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1, SS.D.2.4.6
- 05.08 Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, A.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
- 05.09 Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 05.10 Explain role of profit motive. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.11 Explain concept of risk. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.12 Explain concept of competition. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.13 Explain concept of productivity. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.14 Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.15 Explain function of Federal Reserve Board. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.5

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

- 06.01 Define marketing and its role. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.02 Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
- 06.03 Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.04 Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.05 Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, L
- 06.10 Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.11 Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.12 Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.13 Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 06.15 Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.17 Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3

07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 07.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.02 Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
- 07.05 Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
- 07.07 Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

31.0 DISCUSS THE HISTORY OF FASHION—The student will be able to:

- 31.01 Describe the theories of the origin of fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.02 Describe the influences of historical events on American and global fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.03 Explain economic, demographic, social, and political influences on fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.04 Explain how the trickle-down and trickle-up theories apply to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.05 Discuss the stages and length of the fashion cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.06 Discuss impact of technology on the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.07 Identify the major fashion designers and their impact on the industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.08 Differentiate between fashion trends and fads. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.09 Discuss evolution of national and local fashion retailers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.10 Discuss the influence of electronic media on the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

32.0 DISCUSS THE USE OF DESIGN IN FASHION—The student will be able to:

- 32.01 Identify and discuss the elements of design (e.g., color, shape, line, and texture). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.02 Identify and discuss the principles of design (e.g., balance, proportion, emphasis, and rhythm). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.03 Discuss the impact and dimensions of color in fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.04 Explain the principles of color psychology and symbolism. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.05 Identify purpose/use of color wheel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 32.06 Identify a variety of color schemes (e.g., monochromatic, analogous, complimentary, triad). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.07 Discuss the use of shape, line, and texture in fashion and visual merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.08 Discuss the importance of balance in garment design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.09 Discuss the role of proportion, emphasis, rhythm, and harmony in garment design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

08.0 SELECT A FASHION MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

- 08.01 Identify current employment opportunities in the fashion marketing field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.02 Identify sources of information for career planning including the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the fashion marketing field. LA.B.2.4.4
- 08.04 Explain duties, responsibilities, and needed skills and knowledge of a particular fashion marketing career. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.05 Identify advantages and disadvantages of a particular fashion-marketing career. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.06 Complete self-assessments and analysis of life-style goals and career aspirations. LA.A.1.4.4, LA.B.2.4.3
- 08.07 Develop an individualized education and career plan related to a major fashion marketing field. LA.A.2.4.4, LA.A.2.4.6
- 08.08 Write a job description for a selected fashion marketing occupation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4

9.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 09.01 Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of fashion goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.02 Explain concepts of physical distribution and transportation systems related to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.03 Identify and analyze appropriate transportation services for the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.04 Develop appropriate plans utilizing the channels of distribution for the fashion industry. LA.A.2.4.4, LA.A.2.4.6
- 09.05 Demonstrate skills required for fashion materials and service management.
- 09.06 Analyze information related to routing and tracking merchandise. LA.A.2.4.7, LA.A.2.4.8
- 09.07 Explain the relationship between customer service and distribution. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

10.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED FASHION MARKETING INDUSTRY--The student will be able to:

- 10.01 Explain financial concepts used in making fashion marketing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.02 Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.03 Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.04 Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.05 Identify various types of credit policies and procedures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.06 Explain purposes and importance of credit. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.07 Identify the positive and negative impacts of using credit in fashion marketing situations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.2, [MA.A.4.4.1](#), [MA.E.1.4](#), SS.D.1.4.2
- 10.08 Compare and contrast the use of different credit applications. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7, [MA.A.4.4.1](#), [MA.E.1.4](#)

- 10.09 Discuss industry concepts of price, profit, competition, and productivity. LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1, MA.E.1.4.2
- 10.10 Calculate exchange rates. MA.B.2.4.2, MA.B.3.4.1

11.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 11.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to fashion market opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.02 Explain the steps involved in decision making (e.g., market research, assessment, planning, implementation design, and evaluation). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.03 Explain importance of product and service technology as it relates to customer satisfaction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 11.04 Identify sources of fashion product knowledge. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.05 Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and fashion marketing occupations. LA.B.2.4.4
- 11.06 Explain product and service quality as applicable grades and industry standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.07 Discuss product-liability risks. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.1.4.3, LA.C.3.4
- 11.08 Explain warranties and guarantees. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.09 Develop a product/service plan for an area of fashion marketing.
- 11.10 Describe factors used by marketers to position products/business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.11 Identify stages of and discuss importance of product life cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

12.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 12.01 Explain concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to fashion market opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.02 Explain process of marketing information management. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.03 Explain nature and scope of fashion marketing operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
- 12.05 Identify procedures for gathering information using technology. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.06 Utilize appropriate marketing information management forms. LA.B.1.4.3, LA.B.2.4.4

13.0 DEMONSTRATE PRICING APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

- 13.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
- 13.01.1 Explain pricing objectives, policies, and strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
- 13.03 Explain price marking techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4
- 13.04 Explain procedures for changing prices. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4
- 13.05 Demonstrate decision-making skills required for determining pricing relative to the competition. LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4, MA.E.1.4
- 13.06 Demonstrate problem-solving skills required when considering profit and price. LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4

14.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

- 14.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.02 Identify types of promotion used in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.03 Discuss importance of advertising media and branding. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.04 Explain purposes and elements of advertising and display as related to the fashion marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.5
- 14.05 Explain the impact on and uses of the Internet and Intranet in marketing fashion products and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 14.06 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others. LA.B.1.4, LA.B.2.4
- 14.07 Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale. LA.B.1.4.1
- 14.08 Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs. LA.B.1.4.1
- 14.09 Write a promotional message to appeal to a target market. LA.A.1.4.3, LA.A.2.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.10 Develop a sales promotion plan for a fashion marketing organization. LA.B.1.4, LA.B.2.4.2
- 14.11 Demonstrate public relations techniques as used in the fashion marketing industry. LA.C.3.4.4
- 14.12 Design a web site for the fashion marketing industry. LA.B.2.4.4

15.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 15.01 Explain relationship between stock turnover and purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.D.1.4.1
- 15.02 Demonstrate proper purchasing procedures.
- 15.03 Explain types of purchasing situations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 15.04 Demonstrate the techniques used to obtain the best terms when negotiating a purchase. LA.C.3.4.4
- 15.05 Demonstrate use of forms required for purchasing. LA.B.1.4.2, LA.B.1.4.3
- 15.06 Evaluate merchandise or services using industry standards or company assessments. LA.A.2.4.7, LA.A.2.4.8

16.0 DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 16.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.1, SC.F.1.4.7, SC.H.1.4.7, SC.H.3.4.3
- 16.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.1
- 16.03 Describe actions that various agencies take to prevent accidents on the job. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.04 Demonstrate understanding of environmental problems that impact health and safety. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.7, SC.H.3.4.6
- 16.05 Explain procedures for handling and reporting accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.06 Identify security procedures for the fashion marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.07 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.08 Identify procedures used by industry to prevent internal loss and embezzlement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

17.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 17.01 Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 17.02 Describe the appropriate relationship between buyer and \ seller. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.2
- 17.03 Demonstrate sales knowledge of industry, company, products, and competition. LA.C.3.4.2
- 17.04 Analyze potential prospects and customer buying behavior.
- 17.05 Analyze importance of communication and listening in creating a positive buying climate. LA.C.1.4.1
- 17.06 Identify sales techniques to aid customers/clients in making buying decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 17.07 Prepare a list of skills necessary to maintain sales accounts. LA.B.2.4.1
- 17.08 Create a sales presentation using presentation software. LA.B.2.4.4, LA.C.3.4.4
- 17.09 Identify strategies to build and maintain a clientele. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

- 18.01 Define "entrepreneurship." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 18.02 Discuss role of the entrepreneur in the domestic and global economy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.1, SS.D.2.4.6
- 18.03 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 18.04 Identify economic principles of entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 18.05 Discuss the four parts of a business (production, finance, marketing, customer service). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 18.06 Analyze current entrepreneurial trends in the marketplace. LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 18.07 Discuss importance of ethics in business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 18.08 Identify strategies and methods for generating a business idea. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 18.09 Outline steps in planning a new business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 18.10 Identify types and sources of government regulations and taxation that may affect a business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 18.11 Identify communication and technology skills used in entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

19.0 IDENTIFY THE USE OF TECHNOLOGY IN FASHION MARKETING--The student will be able to:

- 19.01 Explain importance and uses of computers and the Internet in fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.5
- 19.02 Utilize word processing software to create a career/industry related document. LA.B.2.4.4
- 19.03 Perform data entry procedures (e.g., payroll, inventory control). LA.B.2.4.4
- 19.04 Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc. LA.B.2.4.4, MA.E.1.4
- 19.05 Demonstrate marketing spreadsheet data entry and output procedures. LA.C.3.4.3, MA.E.1.4
- 19.06 Utilize spreadsheet software to enhance decision making skills. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4
- 19.07 Utilize integrated software programs to generate marketing reports and solve marketing problems. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4
- 19.08 Identify technology appropriate for marketing functions and practices related to a fashion marketing career field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, SC.H.3.4.5
- 19.09 Select and use a variety of electronic media, such as the Internet, information services, and desktop-publishing software programs, to create, revise, retrieve, and verify information. LA.D.2.4.4

33.0 DISCUSS THE FASHION DESIGN SEGMENT--The student will be able to:

- 33.01 Identify and discuss price market categories of apparel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.02 Describe standard sizing of the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.03 Identify clothing details that are most flattering to a variety of body proportions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.04 Identify clothing styles as they relate to line and design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 33.05 Discuss the importance of name recognition for fashion designers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.06 Explain the designing process for ready-to-wear designers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.07 Identify domestic fashion market centers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.08 Identify international fashion market centers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

34.0 IDENTIFY CHARACTERISTICS OF TEXTILES AND YARNS USED IN FASHION RELATED INDUSTRIES—

The student will be able to:

- 34.01 Identify types, uses, characteristics, advantages, and disadvantages of natural fibers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.02 Identify types, uses, characteristics, advantages, and disadvantages of manufactured fibers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.03 Identify types, uses, characteristics, advantages, and disadvantages of leather and fur. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.04 Discuss innovations and trends in the fiber trade. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.05 Discuss types and role of yarn blends and textures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.06 Describe fabric construction and finishes commonly used in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

35.0 DISCUSS FABRIC DESIGN AND CONSTRUCTION—The student will be able to:

- 35.01 Identify and discuss the major forms of fabric design (e.g., structural, applied). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.02 Identify types of weaving. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.03 Identify types of knitting. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.04 Identify other methods of fabric construction (e.g., nonwovens, quilted). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.05 Discuss the impact of fabric finishing on fabrics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.06 Identify types of fabric finishing (e.g., bleaching, dyeing, printing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.07 Discuss differences between mechanical and chemical finishes. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.08 Discuss differences between quality and performance standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.09 Discuss impact of computer-aided design (CAD) and computer-aided manufacturing (CAM) on fabric design and construction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

36.0 DISCUSS THE STEPS INVOLVED IN PLANNING A FASHION SHOW—The student will be able to:

- 36.01 Explain the purposes of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.02 Identify the main types of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.03 Identify the steps involved in planning a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.04 Explain the importance of coordinating merchandise and models. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.05 Describe the coordination of the physical layout, music, choreography, and commentary of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.06 Explain the details involved with promoting and presenting a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.07 Describe the follow-up and evaluation procedures for a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

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20.0 APPLY ECONOMIC PRINCIPLES TO FASHION--The student will be able to:

- 20.01 Explain economic trends as they relate to fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6

- 20.02 Explain role of the profit motive in the marketing of fashion products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 20.03 Explain role of fashion marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 20.04 Describe channels of distribution for fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4
- 20.05 Apply economic concepts to fashion marketing including pricing, risk, productivity, competition, and cycles. LA.A.2.4.8, SS.D.1.4.1, SS.D.2.4.1

21.0 APPLY FASHION PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

- 21.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories, house furnishings, and other fashion merchandise. LA.A.1.4.3, LA.C.3.4.4
- 21.02 Demonstrate principles in the merchandising of fashion products. LA.A.1.4.3, LA.C.3.4.4
- 21.03 Compare different types of fabric construction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.04 Compare natural and man-made materials utilized in fashion products including finishes and care techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.05 Assess designers who have had a major influence on fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.06 Compare past, present, and future styles of apparel and accessories. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.07 Demonstrate the relationship between fabric characteristics and product use.
- 21.08 Apply textile knowledge to a sales position.
- 21.09 Analyze the unique fashion needs of infants and young children, older people, people with disabilities, pregnant women, and frequent travelers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

22.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FASHION MARKETING--The student will be able to:

- 22.01 Supervise basic stockkeeping techniques, such as sorting by color, size, and/or classification; and cleaning merchandise fixtures.
- 22.02 Supervise initiatives in maintaining stock, such as rehangng merchandise, studying hang tags, and restocking merchandise.
- 22.03 Demonstrate sales promotion technique of locating advertised merchandise on the selling floor. LA.C.3.4.4
- 22.04 Demonstrate techniques to perform a fashion merchandise inventory. LA.C.3.4.4
- 22.05 Organize the planning and presentation of fashion shows; include steps, purposes, and types of shows.
- 22.06 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles, and appropriate displays for given types of merchandise. LA.B.1.4.1, LA.B.2.4.1, LA.A.1.4.3
- 22.07 Plan a promotional campaign for a fashion product or line to include types of media, promotional mix, and evaluation of effectiveness. LA.A.2.4.4, LA.B.2.4.1, LA.B.2.4.4, LA.C.3.4.4
- 22.08 Demonstrate ability to follow a floor plan. LA.A.2.4.4

23.0 IMPLEMENT FASHION MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

- 23.01 Implement accident prevention techniques in fashion marketing situations.
- 23.02 Demonstrate receiving and checking techniques. LA.C.3.4.4
- 23.03 Demonstrate techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.C.3.4.4
- 23.04 Demonstrate procedures relative to employees' role in preventing internal loss. LA.C.3.4.4
- 23.05 Implement guidelines that address concerns and issues that relate to the operation of a fashion marketing business including safety practices.
- 23.06 Conduct an orientation for new employees. LA.C.1.4.1, LA.C.3.4

24.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

- 24.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for fashion and related lines. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4
- 24.02 Apply standard industry formula to determine markup and markdown for fashion merchandise. MA.E.1.4
- 24.03 Analyze standard industry formulas relative to discount date and due date to determine amount of payment due on an invoice. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4
- 24.04 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes. MA.E.1.4
- 24.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
- 24.06 Calculate sales productivity. MA.E.1.4
- 24.07 Calculate sales per hour. MA.E.1.4
- 24.08 Calculate average items and average dollars per transaction. MA.E.1.4

25.0 APPLY PROMOTIONAL PLANNING TECHNIQUES AND PROCEDURES TO FASHION MARKETING--The student will be able to:

- 25.01 Analyze role of promotion in fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.02 Develop a fashion promotion plan for a given product or situation. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.03 Develop a promotional mix for a fashion related product. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.04 Identify the market(s) for the promotion plan. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.05 Prepare a promotional calendar of events. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.06 Prepare a written advertisement layout. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.07 Select and evaluate a variety of advertising media to carry the advertising message. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.8, LA.B.1.4, LA.B.2.4
- 25.08 Apply steps involved in planning and setting up fashion displays. LA.A.2.4.4, LA.B.2.4.2
- 25.09 Identify factors to consider when evaluating completed fashion displays. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.10 Differentiate between promotional displays and institutional displays. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.11 Implement strategies to be used for public relations.
- 25.12 Establish promotion plan sales quotas and incentives.
- 25.13 Evaluate the overall fashion promotion plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

26.0 APPLY ENTREPRENEURIAL CONCEPTS TO FASHION MARKETING--The student will be able to:

- 26.01 Describe importance of entrepreneurship to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.02 Analyze advantages and disadvantages of self-employment. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.03 Analyze risks involved in ownership of a fashion business. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.04 Assess advantages and disadvantages of the primary forms of fashion business ownership. LA.A.1.4.3, LA.A.2.4.4, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.05 Discuss future prospects for entrepreneurship and intrapreneurship in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.06 Identify education, aptitudes, attitudes, and skills recommended for fashion entrepreneurs and intrapreneurs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.07 Assess personal potential to become a fashion entrepreneur and/or intrapreneur. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.08 Develop a plan to establish and open a fashion business. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4

27.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FASHION RELATED BUSINESS--The student will be able to do:

- 27.01 Explain fashion marketing management functions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 27.02 Explain how a fashion marketing manager manages people, ideas, time, money, and materials. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.03 Explain why effective communication is critical to the fashion marketing manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.04 Apply the steps in the fashion marketing management problem-solving process.
- 27.05 Demonstrate strategies the fashion marketing manager can use to motivate employees.
- 27.06 Evaluate how the marketing concept influences fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.07 Develop a fashion marketing plan. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4

28.0 ANALYZE GLOBAL FASHION TRENDS IN FASHION MARKETING--The student will be able to:

- 28.01 Forecast global marketing trends in selected fashion industries. SS.D.2.4.6
- 28.02 Analyze impact of global marketing in the fashion industry. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.03 Compare global markets and distributors for fashion products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.6
- 28.04 Analyze multicultural influences on global fashion marketing. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.05 Evaluate sources of fashion import/export information. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.06 Evaluate how a product/market evaluation can help identify attitudes and preferences among consumers of various cultures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.04 Research the role of the Internet in facilitating global fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, SS.D.2.4.6

29.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FASHION MARKETING--The student will be able to:

- 29.01 Demonstrate mastery of computers and technology currently used in fashion marketing. LA.D.2.4.4
- 29.02 Discuss use of satellite transmissions in fashion marketing training. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 29.03 Demonstrate use of the computer and information networks in fashion marketing. LA.D.2.4.4, LA.B.2.4.4

30.0 APPLY A CAREER PLAN TO FASHION MARKETING--The student will be able to:

- 30.01 Develop a plan for pursuing a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4
- 30.02 Demonstrate competencies required for career sustaining and mid-level management positions in the fashion marketing field. LA.A.2.4.7, LA.A.2.4.8
- 30.03 Demonstrate specific technology applications related to the student's selected fashion marketing career plan. LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6
- 30.03 Develop forms of documentation for inclusion in a fashion marketing career portfolio. LA.A.1.4.3, LA.B.1.4, LA.B.2.4

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Fashion Essentials
Course Number: 8806010
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to fashion marketing. These competencies include employability, human relations, communication, math, and economic skills. The fundamentals of fashion marketing and selling are also included. There is not an occupational completion point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.3.4.2**, **SC.H.3.4.5**, **SC.H.3.4.6**, **SS.D.1.4.1**
- 01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SC.H.3.4.1**, **SC.H.3.4.3**, **SS.A.5.4.7**
- 01.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**
- 01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**, **SS.A.5.4.7**
- 01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, **MA.A.1.4.1**, **SC.H.3.4.2**
- 01.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 **SC.H.3.4.3**
- 01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.3.4.3**, **SS.C.2.4.3**
- 01.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4, **SC.H.3.4.1**, **SS.A.5.4.7**
- 01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SS.C.2.4.3**, **SC.H.3.4.4**
- 01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**
- 01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.2**
- 01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.1.4**, **SC.H.3.4.3**, **SS.C.2.4.3**, **SS.C.2.4.6**

- 01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, [MA.A.5.4.1](#), [MA.B.1.4.2](#)
- 01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.16 Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.5](#)
- 01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, [MA.A.1.4.1](#), [MA.A.1.4.4](#), [SC.H.3.4.5](#), [SC.H.3.4.6](#)
- 01.18 Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2

02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN FASHION MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4
- 02.02 Define and discuss issues involving gender equity, disability, and age LA.B.2.4, LA.C.3.4, LA.D.1.4
- 02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3
- 02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business LA.B.2.4, LA.C.3.4
- 02.05 Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
- 02.07 Maintain professional personal appearance and attitude.
- 02.08 Demonstrate ability to use creative problem solving, decision making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8
- 02.09 Demonstrate self-management, initiative, and multi-tasking.
- 02.10 Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 02.11 Demonstrate professional behavior and etiquette. LA.D.1.4.2
- 02.12 Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3
- 02.13 Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4
- 02.14 Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 02.15 Demonstrate ability to offer and accept feedback. LA.C.3.4.2
- 02.16 Identify and practice stress management and relaxation techniques.
- 02.17 Maintain confidentiality of business matters.
- 02.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
- 02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:

- 03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.03 Demonstrate ability to read and comprehend written communications.

- 03.04 Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4
- 03.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.07 Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.08 Prepare and deliver a business-related presentation. LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
- 03.10 Describe positive customer relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.11 Demonstrate conflict and dispute resolution techniques. LA.A.1.4.3, LA.E.2.4.1
- 03.12 Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2
- 03.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
- 03.14 Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.1, LA.E.2.4.2
- 03.15 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
- 03.16 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.18 Identify types of technology/equipment used in the workplace. LA.B.2.4.4
- 03.19 Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

- 04.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1
- 04.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.04 Demonstrate ability to make change correctly. MA.A.1.4, MA.A.2.4.2, MA.B.3.4.1
- 04.05 Calculate tax, gratuity, commission, and miscellaneous charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
- 04.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1
- 04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3
- 04.08 Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1
- 04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1
- 04.11 Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 04.12 Compute and analyze a break-even point.
- 04.13 Operate 10-key keypad. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.14 Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1

- 04.15 Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3
- 04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

- 05.01 Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.02 Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 05.03 Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.04 Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.05 Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.2
- 05.06 Explain concept of price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.07 Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1, SS.D.2.4.6
- 05.08 Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, A.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
- 05.09 Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 05.10 Explain role of profit motive. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.11 Explain concept of risk. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.12 Explain concept of competition. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 05.13 Explain concept of productivity. LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.14 Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 05.15 Explain function of the Federal Reserve Board. LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5

06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

- 06.01 Define marketing and its role. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.02 Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
- 06.03 Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.04 Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.05 Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7
- 06.10 Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.11 Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.12 Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.13 Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.15 Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.17 Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3

07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 07.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.02 Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
- 07.05 Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
- 07.07 Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

31.0 DISCUSS THE HISTORY OF FASHION—The student will be able to:

- 31.01 Describe the theories of the origin of fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.02 Describe the influences of historical events on American and global fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.03 Explain economic, demographic, social, and political influences on fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.04 Explain how the trickle-down and trickle-up theories apply to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.05 Discuss the stages and length of the fashion cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.06 Discuss impact of technology on the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.07 Identify the major fashion designers and their impact on the industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.08 Differentiate between fashion trends and fads. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 31.09 Discuss evolution of national and local fashion retailers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, A.C.3.4
- 31.10 Discuss the influence of electronic media on the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

32.0 DISCUSS THE USE OF DESIGN IN FASHION—The student will be able to:

- 32.01 Identify and discuss the elements of design (e.g., color, shape, line, and texture). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.02 Identify and discuss the principles of design (e.g., balance, proportion, emphasis, and rhythm). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.03 Discuss the impact and dimensions of color in fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 32.04 Explain the principles of color psychology and symbolism. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.05 Identify purpose/use of color wheel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.06 Identify a variety of color schemes (e.g., monochromatic, analogous, complimentary, triad). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.07 Discuss the use of shape, line, and texture in fashion and visual merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.08 Discuss the importance of balance in garment design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 32.09 Discuss the role of proportion, emphasis, rhythm, and harmony in garment design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Fashion Applications
Course Number: 8806020
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of fashion marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of fashion marketing occupations. After successful completion of the core (Fashion Essentials and Fashion Applications), students will have met **Occupational Completion Point, Data Code A, Salesperson, Retail, Fashion - SOC 41-2031.00.**

08.0 SELECT A FASHION MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:

- 08.01 Identify current employment opportunities in the fashion marketing field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.02 Identify sources of information for career planning including the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the fashion marketing field. LA.B.2.4.4
- 08.04 Explain duties, responsibilities, and needed skills and knowledge of a particular fashion marketing career. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.05 Identify advantages and disadvantages of a particular fashion-marketing career. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.06 Complete self-assessments and analysis of life-style goals and career aspirations. LA.A.1.4.4, LA.B.2.4.3
- 08.07 Develop an individualized education and career plan related to a major fashion marketing field. LA.A.2.4.4, LA.A.2.4.6
- 08.08 Write a job description for a selected fashion marketing occupation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4

9.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 09.01 Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of fashion goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.02 Explain concepts of physical distribution and transportation systems related to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.03 Identify and analyze appropriate transportation services for the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 09.04 Develop appropriate plans utilizing the channels of distribution for the fashion industry. LA.A.2.4.4, LA.A.2.4.6
- 09.03 Demonstrate skills required for fashion materials and service management.
- 09.04 Analyze information related to routing and tracking merchandise. LA.A.2.4.7, LA.A.2.4.8
- 09.07 Explain the relationship between customer service and distribution. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

10.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED FASHION MARKETING INDUSTRY--The student will be able to:

- 10.01 Explain financial concepts used in making fashion marketing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 10.02 Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.03 Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.04 Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.05 Identify various types of credit policies and procedures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.06 Explain purposes and importance of credit. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 10.07 Identify the positive and negative impacts of using credit in fashion marketing situations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.2, MA.A.4.4.1, MA.E.1.4, SS.D.1.4.2
- 10.08 Compare and contrast the use of different credit applications. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4
- 10.09 Discuss industry concepts of price, profit, competition, and productivity. LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1, MA.E.1.4.2
- 10.10 Calculate exchange rates. MA.B.2.4.2, MA.B.3.4.1

11.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 11.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to fashion market opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.02 Explain the steps involved in decision making (e.g., market research, assessment, planning, implementation design, and evaluation). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.03 Explain importance of product and service technology as it relates to customer satisfaction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 11.04 Identify sources of fashion product knowledge. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.05 Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and fashion marketing occupations. LA.B.2.4.4
- 11.06 Explain product and service quality as applicable grades and industry standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.07 Discuss product-liability risks. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.1.4.3, LA.C.3.4
- 11.08 Explain warranties and guarantees. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.09 Develop a product/service plan for an area of fashion marketing.
- 11.10 Describe factors used by marketers to position products/business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.11 Identify stages of and discuss importance of product life cycle. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

12.0 DEMONSTRATE APPLICATIONS OF MARKETING INFORMATION MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 12.01 Explain concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to fashion market opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.02 Explain process of marketing information management. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.03 Explain nature and scope of fashion marketing operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
- 12.05 Identify procedures for gathering information using technology. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.06 Utilize appropriate marketing information management forms. LA.B.1.4.3, LA.B.2.4.4

13.0 DEMONSTRATE PRICING APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

- 13.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
- 13.02 Explain pricing objectives, policies, and strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
- 13.03 Explain price marking techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4

- 13.04 Explain procedures for changing prices. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.A.1.4](#)
- 13.05 Demonstrate decision-making skills required for determining pricing relative to the competition. LA.A.2.4.4, LA.C.3.4.2, [MA.A.1.4](#), [MA.E.1.4](#)
- 13.06 Demonstrate problem-solving skills required when considering profit and price. LA.A.2.4.4, LA.C.3.4.2, [MA.E.1.4](#)

14.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE FASHION MARKETING INDUSTRY--The student will be able to:

- 14.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.02 Identify types of promotion used in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.03 Discuss importance of advertising media and branding. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.04 Explain purposes and elements of advertising and display as related to the fashion marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.5
- 14.05 Explain the impact on and uses of the Internet and Intranet in marketing fashion products and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 14.06 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others. LA.B.1.4, LA.B.2.4
- 14.07 Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale. LA.B.1.4.1
- 14.08 Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs. LA.B.1.4.1
- 14.09 Write a promotional message to appeal to a target market. LA.A.1.4.3, LA.A.2.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 14.10 Develop a sales promotion plan for a fashion marketing organization. LA.B.1.4, LA.B.2.4.2
- 14.11 Demonstrate public relations techniques as used in the fashion marketing industry. LA.C.3.4.4
- 14.12 Design a web site for the fashion marketing industry. LA.B.2.4.4

15.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 15.01 Explain relationship between stock turnover and purchasing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.D.1.4.1](#)
- 15.02 Demonstrate proper purchasing procedures.
- 15.03 Explain types of purchasing situations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 15.04 Demonstrate the techniques used to obtain the best terms when negotiating a purchase. LA.C.3.4.4
- 15.05 Demonstrate use of forms required for purchasing. LA.B.1.4.2, LA.B.1.4.3
- 15.06 Evaluate merchandise or services using industry standards or company assessments. LA.A.2.4.7, LA.A.2.4.8

16.0 DEMONSTRATE APPLICATIONS OF SAFETY AND RISK-MANAGEMENT TO THE FASHION MARKETING INDUSTRY--The student will be able to:

- 16.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.1, SC.F.1.4.7, SC.H.1.4.7, SC.H.3.4.3
- 16.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.1
- 16.03 Describe actions that various agencies take to prevent accidents on the job. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.04 Demonstrate understanding of environmental problems that impact health and safety. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.F.1.4.7, SC.H.3.4.6
- 16.05 Explain procedures for handling and reporting accidents. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.06 Identify security procedures for the fashion marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.07 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

16.08 Identify procedures used by industry to prevent internal loss and embezzlement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

17.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE FASHION MARKETING INDUSTRY--The student will be able to:

17.01 Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

17.02 Describe the appropriate relationship between buyer and seller. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.2

17.03 Demonstrate sales knowledge of industry, company, products, and competition. LA.C.3.4.2

17.04 Analyze potential prospects and customer buying behavior.

17.05 Analyze importance of communication and listening in creating a positive buying climate. LA.C.1.4.1

17.06 Identify sales techniques to aid customers/clients in making buying decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

17.07 Prepare a list of skills necessary to maintain sales accounts. LA.B.2.4.1

17.08 Create a sales presentation using presentation software. LA.B.2.4.4, LA.C.3.4.4

17.09 Identify strategies to build and maintain a clientele. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

18.01 Define "entrepreneurship." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5

18.02 Discuss role of the entrepreneur in the domestic and global economy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.1, SS.D.2.4.6

18.03 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.04 Identify economic principles of entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6

18.05 Discuss the four parts of a business (production, finance, marketing, customer service). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1

18.06 Analyze current entrepreneurial trends in the marketplace. LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6

18.07 Discuss importance of ethics in business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

18.08 Identify strategies and methods for generating a business idea. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.09 Outline steps in planning a new business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.10 Identify types and sources of government regulations and taxation that may affect a business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

18.11 Identify communication and technology skills used in entrepreneurship. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

19.0 IDENTIFY THE USE OF TECHNOLOGY IN FASHION MARKETING--The student will be able to:

19.01 Explain importance and uses of computers and the Internet in fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.5

19.02 Utilize word processing software to create a career/industry related document. LA.B.2.4.4

19.03 Perform data entry procedures (e.g., payroll, inventory control). LA.B.2.4.4

19.04 Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc. LA.B.2.4.4, MA.E.1.4

19.05 Demonstrate marketing spreadsheet data entry and output procedures. LA.C.3.4.3, MA.E.1.4

19.06 Utilize spreadsheet software to enhance decision-making skills. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4

19.07 Utilize integrated software programs to generate marketing reports and solve marketing problems. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4

- 19.08 Identify technology appropriate for marketing functions and practices related to a fashion marketing career field. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.2.4.4, SC.H.3.4.5
- 19.09 Select and use a variety of electronic media, such as the Internet, information services, and desktop-publishing software programs, to create, revise, retrieve, and verify information. LA.D.2.4.4

33.0 DISCUSS THE FASHION DESIGN SEGMENT--The student will be able to:

- 33.01 Identify and discuss price market categories of apparel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.02 Describe standard sizing of the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.03 Identify clothing details that are most flattering to a variety of body proportions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.04 Identify clothing styles as they relate to line and design. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.05 Discuss the importance of name recognition for fashion designers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.06 Explain the designing process for ready-to-wear designers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.07 Identify domestic fashion market centers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 33.08 Identify international fashion market centers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

34.0 IDENTIFY CHARACTERISTICS OF TEXTILES AND YARNS USED IN FASHION RELATED INDUSTRIES— the student will be able to:

- 34.01 Identify types, uses, characteristics, advantages, and disadvantages of natural fibers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.02 Identify types, uses, characteristics, advantages, and disadvantages of manufactured fibers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.03 Identify types, uses, characteristics, advantages, and disadvantages of leather and fur. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.04 Discuss innovations and trends in the fiber trade. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.05 Discuss types and role of yarn blends and textures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 34.06 Describe fabric construction and finishes commonly used in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

35.0 DISCUSS FABRIC DESIGN AND CONSTRUCTION—The student will be able to:

- 35.01 Identify and discuss the major forms of fabric design (e.g., structural, applied). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.02 Identify types of weaving. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 35.03 Identify types of knitting. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 35.04 Identify other methods of fabric construction (e.g., nonwovens, quilted). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.05 Discuss the impact of fabric finishing on fabrics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.06 Identify types of fabric finishing (e.g., bleaching, dyeing, and printing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.07 Discuss differences between mechanical and chemical finishes. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.08 Discuss differences between quality and performance standards. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 35.09 Discuss impact of computer-aided design (CAD) and computer-aided manufacturing (CAM) on fabric design and construction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

36.0 DISCUSS THE STEPS INVOLVED IN PLANNING A FASHION SHOW—The student will be able to:

- 36.01 Explain the purposes of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.02 Identify the main types of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.03 Identify the steps involved in planning a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.04 Explain the importance of coordinating merchandise and models. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 36.05 Describe the coordination of the physical layout, music, choreography, and commentary of fashion shows. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.06 Explain the details involved with promoting and presenting a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.07 Describe the follow-up and evaluation procedures for a fashion show. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Fashion Marketing Management
Course Number: 8806030
Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the fashion industry. The content includes applied skills related to the fashion marketing functions and industries including employment skills required for success in fashion and career planning as related to the fashion industry. After successful completion of the core (Fashion Essentials and Fashion Applications) and Fashion Marketing Management, students will have met **Occupational Completion Point, Data Code B, Retail Managers, Fashion - SOC 41-1011.00.**

20.0 APPLY ECONOMIC PRINCIPLES TO FASHION--The student will be able to:

- 20.01 Explain economic trends as they relate to fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 20.01 Explain role of the profit motive in the marketing of fashion products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
- 20.02 Explain role of fashion marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
- 20.03 Describe channels of distribution for fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 20.04 Apply economic concepts to fashion marketing including pricing, risk, productivity, competition, and cycles. LA.A.2.4.8, SS.D.1.4.1, SS.D.2.4.1

21.0 APPLY FASHION PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:

- 21.01 Demonstrate appropriate techniques and terminology for selling apparel and accessories, house furnishings, and other fashion merchandise. LA.A.1.4.3, LA.C.3.4.4
- 21.02 Demonstrate principles in the merchandising of fashion products. LA.A.1.4.3, LA.C.3.4.4
- 21.03 Compare different types of fabric construction. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.04 Compare natural and man-made materials utilized in fashion products including finishes and care techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.05 Assess designers who have had a major influence on fashion. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.06 Compare past, present, and future styles of apparel and accessories. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 21.07 Demonstrate the relationship between fabric characteristics and product use.
- 21.08 Apply textile knowledge to a sales position.
- 21.09 Analyze the unique fashion needs of infants and young children, older people, people with disabilities, pregnant women, and frequent travelers. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

22.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR FASHION MARKETING--The student will be able to:

- 22.01 Supervise basic stockkeeping techniques, such as sorting by color, size, and/or classification; and cleaning merchandise fixtures.
- 22.02 Supervise initiatives in maintaining stock, such as re-hanging merchandise, studying hang tags, and restocking merchandise.
- 22.03 Demonstrate sales promotion technique of locating advertised merchandise on the selling floor. LA.C.3.4.4
- 22.04 Demonstrate techniques to perform a fashion merchandise inventory. LA.C.3.4.4
- 22.05 Organize the planning and presentation of fashion shows; include steps, purposes, and types of shows.

- 22.06 Assist in the preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles, and appropriate displays for given types of merchandise. LA.B.1.4.1, LA.B.2.4.1, LA.A.1.4.3
- 22.07 Plan a promotional campaign for a fashion product or line to include types of media, promotional mix, and evaluation of effectiveness. LA.A.2.4.4, LA.B.2.4.1, LA.B.2.4.4, LA.C.3.4.4
- 22.08 Demonstrate ability to follow a floor plan. LA.A.2.4.4

23.0 IMPLEMENT FASHION MARKETING OPERATIONAL TECHNIQUES--The student will be able to:

- 23.01 Implement accident prevention techniques in fashion marketing situations.
- 23.02 Demonstrate receiving and checking techniques. LA.C.3.4.4
- 23.03 Demonstrate techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.C.3.4.4
- 23.04 Demonstrate procedures relative to employees' role in preventing internal loss. LA.C.3.4.4
- 23.05 Implement guidelines that address concerns and issues that relate to the operation of a fashion marketing business including safety practices.
- 23.06 Conduct an orientation for new employees. LA.C.1.4.1, LA.C.3.4

24.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO FASHION MARKETING--The student will be able to:

- 24.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for fashion and related lines. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4
- 24.02 Apply standard industry formula to determine markup and markdown for fashion merchandise. MA.E.1.4
- 24.03 Analyze standard industry formulas relative to discount date and due date to determine amount of payment due on an invoice. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4
- 24.04 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes. MA.E.1.4
- 24.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
- 24.06 Calculate sales productivity. MA.E.1.4
- 24.07 Calculate sales per hour. MA.E.1.4
- 24.08 Calculate average items and average dollars per transaction. MA.E.1.4

25.0 APPLY PROMOTIONAL PLANNING TECHNIQUES AND PROCEDURES TO FASHION MARKETING--The student will be able to:

- 25.01 Analyze role of promotion in fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.02 Develop a fashion promotion plan for a given product or situation. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.03 Develop a promotional mix for a fashion related product. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.04 Identify the market(s) for the promotion plan. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.05 Prepare a promotional calendar of events. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.06 Prepare a written advertisement layout. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4
- 25.07 Select and evaluate a variety of advertising media to carry the advertising message. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.8, LA.B.1.4, LA.B.2.4
- 25.08 Apply steps involved in planning and setting up fashion displays. LA.A.2.4.4, LA.B.2.4.2
- 25.09 Identify factors to consider when evaluating completed fashion displays. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.10 Differentiate between promotional displays and institutional displays. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.09 Implement strategies to be used for public relations.
- 25.10 Establish promotion plan sales quotas and incentives.
- 25.11 Evaluate the overall fashion promotion plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

26.0 APPLY ENTREPRENEURIAL CONCEPTS TO FASHION MARKETING--The student will be able to:

- 26.01 Describe importance of entrepreneurship to the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.02 Analyze advantages and disadvantages of self-employment. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.03 Analyze risks involved in ownership of a fashion business. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.04 Assess advantages and disadvantages of the primary forms of fashion business ownership. LA.A.1.4.3, LA.A.2.4.4, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.05 Discuss future prospects for entrepreneurship and intrapreneurship in the fashion industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.06 Identify education, aptitudes, attitudes, and skills recommended for fashion entrepreneurs and intrapreneurs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.07 Assess personal potential to become a fashion entrepreneur and/or intrapreneur. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.08 Develop a plan to establish and open a fashion business. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4

27.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A FASHION RELATED BUSINESS--The student will be able to do:

- 27.01 Explain fashion marketing management functions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.02 Explain how a fashion marketing manager manages people, ideas, time, money, and materials. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.03 Explain why effective communication is critical to the fashion marketing manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.04 Apply the steps in the fashion marketing management problem-solving process.
- 27.05 Demonstrate strategies the fashion marketing manager can use to motivate employees.
- 27.06 Evaluate how the marketing concept influences fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.07 Develop a fashion marketing plan. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4

28.0 ANALYZE GLOBAL FASHION TRENDS IN FASHION MARKETING--The student will be able to:

- 28.01 Forecast global marketing trends in selected fashion industries. SS.D.2.4.6
- 28.02 Analyze impact of global marketing in the fashion industry. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.03 Compare global markets and distributors for fashion products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.6
- 28.04 Analyze multicultural influences on global fashion marketing. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.05 Evaluate sources of fashion import/export information. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.06 Evaluate how a product/market evaluation can help identify attitudes and preferences among consumers of various cultures. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 28.07 Research the role of the Internet in facilitating global fashion marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, SS.D.2.4.6

29.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO FASHION MARKETING--The student will be able to:

- 29.01 Demonstrate mastery of computers and technology currently used in fashion marketing. LA.D.2.4.4
- 29.02 Discuss use of satellite transmissions in fashion marketing training. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 29.03 Demonstrate use of the computer and information networks in fashion marketing. LA.D.2.4.4, LA.B.2.4.4

30.0 APPLY A CAREER PLAN TO FASHION MARKETING--The student will be able to:

- 30.01 Develop a plan for pursuing a specific career in fashion marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4
- 30.02 Demonstrate competencies required for career sustaining and mid-level management positions in the fashion marketing field. LA.A.2.4.7, LA.A.2.4.8
- 30.03 Demonstrate specific technology applications related to the student's selected fashion marketing career plan. LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6
- 30.04 Develop forms of documentation for inclusion in a fashion marketing career portfolio. LA.A.1.4.3, LA.B.1.4, LA.B.2.4