



EXAM INFORMATION

Items

68

Points

85

Prerequisites

FASHION MERCHANDISING A

FASHION MERCHANDISING B

Grade Level

11-12

Course Length

ONE YEAR

Career Cluster

MARKETING

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

The Fashion Design Merchandising, Advanced course is designed to provide the serious fashion student knowledge of the various business functions in the fashion industry. The following list of skill standards prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising, and career opportunities. Students taking the marketing classes should have the opportunity to participate in a student organization (Student Marketing Leadership Association). Student organization related activities and curriculum could be used as an approved part of all marketing classes.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Fashion History	7%
2- Products & Research	8%
3- Retail Positioning	11%
4- Fashion Buying	17%
5- Different Fabrics	14%
6- Successful Selling	7%
7- Merchandising Math	8%
8- Fashion Promotion	9%
9- Visual Merchandising	8%
10- Fashion Show Production	6%
11- Fashion Industry Jobs	5%



STANDARD 1

STUDENTS WILL HAVE BASIC UNDERSTANDING OF THE HISTORY OF FASHION

- Objective 1 Identify early history of clothing
- Objective 2 Name some influential people in fashion history.
- Objective 3 Identify specific styles in the 20th century

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL UNDERSTAND FASHION PRODUCTS AND RESEARCH

- Objective 1 Define the following terms: rag trade, product mix, product assortment, market research, survey method, observation method, experimental method, focus group, merchandise information system.
- Objective 2 Describe methods used to do market research.
- Objective 3 Explain market segmentation and target market research.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL UNDERSTAND THE CONCEPT OF RETAILING POSITIONING

- Objective 1 Define the following terms: retail positioning, merchandising policies, operational policies, buying motives, product motives, patronage motives, direct competition, indirect competition, vertical competition, lifestyle competition, and ambiance.
- Objective 2 Define the following terms about product strategy: assortment breadth, assortment depth
- Objective 3 Define the following terms about pricing strategy: prestige pricing, price promoting.
- Objective 4 Explain place strategy in terms of: site location, types of store clusters, market coverage, facilities design, store exterior, store interior.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL UNDERSTAND THE BASICS OF FASHION BUYING

- Objective 1 Explain the role of a fashion buyer.
- Objective 2 Describe the merchandise planning function.



- Objective 3 Define the following terms: design center, fashion weeks, haute couture, couturiers, buying center, market weeks, and mart.
- Objective 4 Define the following terms: merchandising cycle, departmental buying, classification buying, stock turnover, buying plans, stock-to sales ratio, open-to buy (OTB), assortment plan, stock-keeping unit (SKU), specification buying, and vendor-managed inventory (VM).
- Objective 5 Identify ways of obtaining internal and external information when planning to buy.
- Objective 6 Describe what happens at market weeks and trade shows.
- Objective 7 Identify some advantages of market weeks for buyers
- Objective 8 Identify the major domestic market centers and what they are known for.
- Objective 9 Define the following terms: purchase order, advance orders, reorders, back orders, open order, special orders, blanket orders, approval buying.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL UNDERSTAND HOW FABRICS ARE MADE AND THE CHARACTERISTICS OF DIFFERENT FABRICS

- Objective 1 Define cellulosic fibers, protein fibers, staple fibers, filaments.
- Objective 2 Define cellulosic manufactured fibers, no cellulosic manufactured fibers, and spinneret.
- Objective 3 Define spinning, ply, and blend.
- Objective 4 Define selvage, grain, true bias.
- Objective 5 Define: nonwovens, laces and nets, braided fabrics, bonding, quilted fabrics.
- Objective 6 Define finishing, bleaching, dyeing, colorfast, printing, hand.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL UNDERSTAND THE BASICS OF SUCCESSFUL SELLING

- Objective 1 Define the following terms: rational buying behavior, emotional buying behavior, non-personal selling, personal selling, product features, benefits, add-ons, trading up.
- Objective 2 Explain the steps of the selling process

Standard 6 Performance Evaluation included below (Optional)

STANDARD 7

STUDENTS WILL UNDERSTAND BASIC MERCHANDISING MATH

- Objective 1 Identify types of financial records.



Objective 2 Define the following terms: operating statement, cost of goods sold (COGS), gross margin, net profit, profit margin, fixed costs, variable costs, odd-figure pricing, loss leader, initial markup, keystone markup, maintained markup.

Objective 3 Identify formulas for calculating the price of merchandise using both retail and cost methods.

Objective 4 Identify formulas for calculating markdowns.

Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL UNDERSTAND THE BASICS OF FASHION PROMOTION

Objective 1 Identify the three purposes of fashion promotion and the three promotion levels.

Objective 2 Explain the four components of the promotional mix.

Objective 3 Describe a fashion promotion plan.

Objective 4 Define the following terms: publicity, public relations (PR), press kits, promotional mix, advertising, institutional advertising, cooperative advertising, national advertising, regional advertising, and local advertising.

Objective 5 Name two advantages and two disadvantages of each of the following advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and web sites.

Standard 8 Performance Evaluation included below (Optional)

STANDARD 9

STUDENTS WILL UNDERSTAND VISUAL MERCHANDISING

Objective 1 Name two advantages and two disadvantages of each of the following advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and web sites.

Objective 2 Name and describe the three basic types of merchandise presentation.

Objective 3 Identify basic types of retail fixtures, including carousels, dump tables/bins, four-way rack, rounders, t-stand, and waterfall.

Objective 4 Identify the basic components of displays.

Objective 5 Identify the basic types of window displays.

Standard 9 Performance Evaluation included below (Optional)

STANDARD 10

STUDENTS WILL UNDERSTAND THE BASICS OF FASHION SHOW PRODUCTION

Objective 1 Identify the main types of fashion shows.

Objective 2 Define the following terms: fittings, merchandise pull, runways, commentary, choreography, lineup, and dressers.

Objective 3 Summarize the coordination of the physical layout, music, choreography, and commentary of fashion shows.



Standard 10 Performance Evaluation included below (Optional)

STANDARD 11

STUDENTS WILL UNDERSTAND HOW TO FIND AND GET JOBS IN THE FASHION INDUSTRY

- Objective 1 Identify traits and skills valued by employers.
- Objective 2 Describe four areas of employment in the fashion industry.
- Objective 3 Discuss educational options for fashion careers.
- Objective 4 Describe ways of getting experience in the fashion industry.
- Objective 5 Describe sources for researching fashion careers.
- Objective 6 Explain career networking.
- Objective 7 Discuss the components of the job-application process.
- Objective 8 Discuss steps in the job-search process.
- Objective 9 Identify strategies for success on the job.
- Objective 10 Identify traits of successful entrepreneurs.

Standard 11 Performance Evaluation included below (Optional)



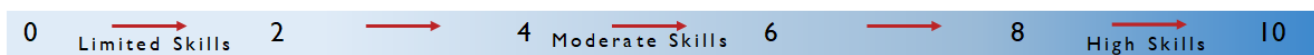
Fashion Design Merchandising, Advanced Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Fashion History

Score:

- Demonstrate knowledge of fashion history by writing a report, choose a topic from:
 - Time period
 - Historical fashion figure
 - Historical fashion style

STANDARD 2 Products & Research

Score:

- Choose a potential target market for a fictitious store and create a survey of 10 questions to find potential interest in that store.

STANDARD 3 Retail Positioning

Score:

- Create a fictitious store, include:
 - Descriptions of the target customer
 - Competitors
 - Depictions of furnishings for ambience
 - Descriptions of products carried
 - Depictions of store exterior

STANDARD 4 Fashion Buying

Score:

- Choose items (clothing, accessories, etc.) for the store created from either a local mall or retail internet sites or catalogs.

STANDARD 5 Different Fabrics

Score:

- Burn samples of natural and manufactured fibers and record observations.

STANDARD 6 Successful Selling

Score:

- Prepare a feature-benefit chart for a fashion item.
 - Include:
 - Brand name
 - Size
 - Guarantees
 - Style number



- Fabric content
- Warranties
- Suggested retail price
- Style details
- Demonstrate an effective sales presentation in role-play situation use:
 - Effective approach
 - Greeting
 - Questioning
 - Handling objections
 - Suggestion selling
 - Closing
 - Follow-up techniques

STANDARD 7 Merchandising Math

Score:

- Calculate the price of merchandise.
 - Retail and cost methods
 - Merchandise discounts
 - Common markup and markdown methods

STANDARD 8 Fashion Promotion

Score:

- Develop a promotion lac for a store of choice, complete with a budget for the promotion.
 - Include:
 - Objective
 - Advertising
 - Visual Merchandising

STANDARD 9 Visual Merchandising

Score:

- Create an actual display using fashion items.
 - OR create a miniature window display in a box.

STANDARD 10 Fashion Show Production

Score:

- Participate in a school fashion show, helping with all stages of the production.
 - OR create a fictitious fashion show, include:
 - Programs
 - Commentary
 - Drawings of stage area
 - Merchandise selected

STANDARD 11 Fashion Industry Jobs

Score:

- Research a fashion career and then complete an application, resume and interview for that career.

PERFORMANCE STANDARD AVERAGE SCORE: