

**FASHION MARKETING  
COURSE CODE: 5410  
STUDENT PROFILE**

<b>STUDENT'S NAME:</b>		<b>TEACHER'S NAME:</b>			
<b>School Year/Semester:</b>		<b>Grade:</b>			
<b>Begin Date:</b>		<b>Date Completed:</b>			
<p><b>Directions:</b> Document student's progress using the applicable rating scales below: Enter date of completion under the appropriate column.</p> <p>0 - Has not received instruction in this area / <b>no experience or knowledge of this task (N/A)</b></p> <p>1 - Can apply and perform <b>independently (80-100)</b></p> <p>2 - Can perform the task completely with <b>limited supervision (70-79)</b></p> <p>3 - Requires additional instruction and or <b>close supervision (60-69)</b></p>					
<b>A. SAFETY</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Review school safety policies and procedures.				
2	Review classroom safety rules and procedures.				
3	Review safety procedures for using equipment in the classroom.				
4	Identify major causes of work-related accidents in office environments.				
5	Demonstrate safety skills in an office/work environment.				
<b>B. STUDENT ORGANIZATIONS</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Identify the purpose and goals of a Career and Technology Student Organization (CTSO).				
2	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.				
3	Explain the benefits and responsibilities of being a member of a CTSO.				
4	List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.				
5	Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.				
<b>C. TECHNOLOGY KNOWLEDGE</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation				
2	Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.				
3	Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.				

4	Explain the consequences of social, illegal, and unethical uses of technology (e.g., cyber bullying; piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).				
5	Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use.				
6	Describe ethical and legal practices of safeguarding the confidentiality of business-related information.				
7	Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.				
<b>D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Demonstrate punctuality.				
2	Demonstrate critical thinking and problem-solving skills				
3	Demonstrate initiative and self-direction.				
4	Demonstrate integrity.				
5	Demonstrate work ethic.				
6	Demonstrate conflict resolution skills.				
7	Demonstrate listening and speaking skills.				
8	Demonstrate respect for diversity.				
9	Demonstrate customer service orientation.				
10	Demonstrate teamwork.				
<b>E. PROFESSIONAL KNOWLEDGE</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Demonstrate global or “big picture” thinking.				
2	Demonstrate career and life management skills and goal-making.				
3	Demonstrate continuous learning and adaptability skills to changing job requirements.				
4	Demonstrate time and resource management skills.				
5	Demonstrates information literacy skills.				
6	Demonstrates information security skills.				
7	Demonstrates information technology skills.				
8	Demonstrates knowledge and use of job-specific tools and technologies.				
9	Demonstrate job-specific mathematics skills.				
10	Demonstrates professionalism in the workplace.				
11	Demonstrates reading and writing skills.				
12	Demonstrates workplace safety.				

<b>F. FASHION INDUSTRY OVERVIEW</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Identify terminology used in the fashion industry (e.g., style, fashion trend, classic, avant-garde).				
2	Explain the fashion principles.				
3	Compare types of fashion retailers and their target markets.				
4	Discuss the foreign fashion markets.				
5	Discuss environmental influences on fashion (e.g., social, psychological, economic).				
6	Evaluate careers in the fashion industry.				
7	Evaluate ethical practices in the fashion industry.				
<b>G. NATURE AND ROLE OF FASHION</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Differentiate the stages of the fashion cycle.				
2	Analyze the impact of significant historical events on fashion.				
3	Compare and contrast different fashion eras.				
4	Analyze the effect of fashion designers and influencers on current fashion trends.				
<b>H. ELEMENTS AND PRINCIPLES OF FABRIC DESIGN</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Identify terminology used in fabric design (e.g., balance, line, proportion, texture, color, shape, harmony).				
2	Demonstrate the use of design principles and elements.				
3	Analyze the psychology of color and its role in clothing selection.				
4	Demonstrate use of a color wheel in fashion.				
5	Evaluate color schemes based on the color wheel.				
6	Evaluate how line arrangement of clothing affects the clothing appearance.				
7	Evaluate how the form and shape of a garment affects the wearer's appearance.				
8	Identify and compare accessory items indicating fashionable ways to accessorize garments.				
9	Differentiate size and fit of shoes and apparel between children's, juniors', women's, and men's categories.				
10	Explain factors involved in planning wardrobes for different lifestyles.				
<b>I. TEXTILE BASICS</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Compare and contrast synthetic and natural fibers.				
2	Analyze and evaluate characteristics, names, and uses of various fibers, yarns, fabrics, and materials.				
3	Demonstrate proper use of care labels for various fabrics and materials.				
4	Evaluate how technology has impacted the development of textiles.				
5	Explain common garment construction methods.				

<b>J. SELLING</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Identify the seven steps in the selling process.				
2	Identify fashion selling techniques to enhance customer relationships and to increase the likelihood of making a sale.				
3	Perform various mathematical calculations in retail sales (e.g., COGS, mark-up, retail price).				
4	Identify online selling techniques using technology.				
5	Identify online shopping techniques using technology.				
6	Apply product knowledge in a sales demonstration.				
<b>K. FASHION PROMOTION</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Explain the purpose and importance of promotion in the fashion industry.				
2	Explain how advertising influences and develops fashion trends.				
3	Evaluate and design various marketing tools used for promotion (e.g., advertising, personal selling, sales promotion, and publicity).				
4	Create customer relationship management strategies to enhance brand/fan loyalty (e.g., loyalty cards, fan clubs, and points system).				
5	Compare and contrast different types of interior display arrangements.				
6	Assemble and arrange merchandise and dismantle various types of displays using planograms.				
7	Plan and implement the key elements of a fashion show, to include the support of local retail businesses and partners.				
<b>L. THE MARKETING PLAN</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Describe the 4 Ps of marketing (product, price, place, promotion).				
2	Identify and use appropriate marketing research tools to justify the marketing plan.				
3	Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successful marketing.				
4	Identify the target market.				
5	Conduct a SWOT and PEST analysis to plan for opportunities in the market.				
6	Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.				
<b>M. PROFESSIONAL DEVELOPMENT</b>		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>
1	Create an effective resume, using elements that are generally accepted in today's workforce (contact information, profile, education, work experience, professional organizations, and volunteer work).				

2	Generate a position-specific cover letter, using proper business grammar and structure.				
3	Demonstrate effective interviewing skills and protocols.				
4	Complete on-line and paper applications, using professional processes.				
5	Create an effective resume, using elements that are generally accepted in today's workforce (contact information, profile, education, work experience, professional organizations, and volunteer work).				
6	Generate a position-specific cover letter, using proper business grammar and structure.				