

**FASHION MARKETING  
COURSE CODE: 5410**

**COURSE DESCRIPTION:** The Fashion Marketing course explores concepts and practices of the fashion industry to include an overview, the nature of fashion, elements and principles of design, textile basics, and career development. Students will incorporate marketing techniques and skills in the development of a marketing plan. Creativity, innovation, and collaboration are emphasized throughout the course.

**OBJECTIVE:** Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student will be able to perform the following core standards in a course that grants one unit of credit.

**RECOMMENDED GRADE LEVEL:** 10-12

**COURSE CREDIT:** 1 unit (120 hours)

**PREREQUISITE:** None

**COMPUTER REQUIREMENT:** One computer per student with Internet accessibility

**A. SAFETY**

**Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

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. STUDENT ORGANIZATIONS**

**Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTOS are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTOS.

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.

### **C. TECHNOLOGY KNOWLEDGE**

**Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

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., 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, Creative Commons, 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.

### **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

**Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

1. Demonstrate creativity and innovation.
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.

## **E. PROFESSIONAL KNOWLEDGE**

**Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.**

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.

## **F. FASHION INDUSTRY OVERVIEW**

**Fashion marketers demonstrate knowledge of the fashion industry. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **G. NATURE AND ROLE OF FASHION**

**Fashion marketers understand the nature and role of fashion. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **H. ELEMENTS AND PRINCIPLES OF FABRIC DESIGN**

**Fashion marketers understand and effectively use the elements and principles of design. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **I. TEXTILE BASICS**

**Fashion marketers demonstrate knowledge of fibers and fabrics. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **J. SELLING**

**Fashion marketers demonstrate effective selling skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **K. FASHION PROMOTION**

**Fashion marketers demonstrate promotional skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **L. THE MARKETING PLAN**

**Fashion marketers develop an effective marketing plan. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

## **M. PROFESSIONAL DEVELOPMENT**

**Fashion marketers demonstrate appropriate professional development skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.**

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.

Additional Materials and Resources

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