North Carolina CTE

Fashion Merchandising (2016): Grades 9, 10, 11, 12

Adopted 2016

Understand the fundamentals of the fashion industry. 1.00	**01.** Understand the progression of fashion. 1.01
	02. Understand the basics of textile fabrics and finishes. 1.02
	03. Understand the categories of fashion merchandise. 1.03
Understand the fashion merchandising process. 2.00	**01.** Understand the role of distribution in the fashion industry. 2.01
	02. Understand the preparation of fashion merchandise buying plans. 2.02
	03. Understand fashion merchandise buying. 2.03
	04. Understand the global nature of fashion. 2.04
Understand fashion trends and forecasting. 3.00	**01.** Understand the use of data in fashion forecasting. 3.01
	02. Understand the use of technologies in fashion merchandising and marketing. 3.02
Understand the marketing of fashion. 4.00	**01.** Understand the fashion retail elements of marketing. 4.01
	02. Understand pricing strategies in the fashion industry. 4.02
Understand the selling of fashion. 5.00	**01.** Understand the impact of customer service in the fashion industry. 5.01
	02. Understand retail selling processes the fashion industry. 5.02
Understand the promotion of a fashion image. 6.00	**01.** Understand the promotional messaging of fashion. 6.01
	02. Understand visual merchandising and display techniques of fashion. 6.02
	03. Understand promoting a fashion image through special events. 6.03
	04. Understand the steps of fashion promotion. 6.04