Texas CTE

Fashion Marketing

Knowledge and skills. FASHMKTG

1 The student knows the importance and functions of marketing. The student is expected to: FASHMKTG.1

- A describe each marketing function and how it relates to the fashion industry; FASHMKTG.1A
- B describe advantages and disadvantages of market segmentation and mass marketing; and FASHMKTG.1B
- C research trends affecting fashion marketing. FASHMKTG.1C

2 The student knows the impact and value of diversity. The student is expected to: FASHMKTG.2

- A explain elements of culture and the need for understanding cultural diversity; and FASHMKTG.2A
- B identify how diversity affects fashion. FASHMKTG.2B

3 The student demonstrates the use of oral and written communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to: FASHMKTG.3

- A create presentations using appropriate media to inform audiences; and FASHMKTG.3A
- B exhibit public relations skills to increase customer satisfaction. FASHMKTG.3B

4 The student knows that distribution channel members facilitate the movement of products. The student is expected to: FASHMKTG.4

- A explain channels of distribution for fashion products; and FASHMKTG.4A
- B describe activities of each channel member in the fashion industry. FASHMKTG.4B

5 The student knows the marketing-information system. The student is expected to: FASHMKTG.5

- A define the purpose of marketing-information systems; FASHMKTG.5A
- B identify limitations of marketing research; FASHMKTG.5B
- C explain how inventory can be managed by using tools such as point-of-sale systems, just-in-time strategies, and radio frequency identification (RFID) technology; and FASHMKTG.5C
- D analyze data used to make accurate retail forecasts. FASHMKTG.5D

Skip to main content

6 **The student knows concepts and strategies used in determining and adjusting prices to maximize return and meet customers' perceptions of value. The student is expected to:** FASHMKTG.6

- A employ pricing strategies to determine prices; FASHMKTG.6A
- B develop a sample credit policy that could be a useful fashion marketing strategy; and FASHMKTG.6B
- C analyze the price of a fashion product. FASHMKTG.6C

7 **The student knows merchandising concepts and processes used in obtaining, developing, maintaining, and improving a product or service to respond to marketing opportunities. The student is expected to:** FASHMKTG.7

- A use assortment-mix strategies to create maximum mix of products at minimum cost; FASHMKTG.7A
- B perform buying activities to obtain products for resale; FASHMKTG.7B
- C analyze vendor performance to choose vendors and merchandise; and FASHMKTG.7C
- D position products and services to acquire a desired business image. FASHMKTG.7D

8 **The student knows that a successful marketer must communicate information on retail products, services, images, and ideas to achieve a desired outcome. The student is expected to:** FASHMKTG.8

- A demonstrate methods of advertising to communicate promotional messages to targeted audiences; FASHMKTG.8A
- B use special events to increase sales; FASHMKTG.8B
- C display visual merchandising techniques to increase interest in product offerings; FASHMKTG.8C
- D implement display techniques to attract customers and increase sales potential; and FASHMKTG.8D
- E manage promotional activities to maximize return on promotional efforts. FASHMKTG.8E

9 **The student knows that purchasing occurs as steps in a continuous cycle. The student is expected to:** FASHMKTG.9

- A distinguish between buying for resale and buying for organizational use; and FASHMKTG.9A
- B demonstrate knowledge of the fashion buying process such as preparing a buying plan, completing purchase orders, and processing invoices. FASHMKTG.9B

10 **The student demonstrates an understanding of concepts and actions to determine client needs and wants. The student is expected to:** FASHMKTG.10

- A acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer; and FASHMKTG.10A

Skip to main content

B employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. FASHMKTG.10B

11 The student knows the nature and scope of fashion. The student is expected to: FASHMKTG.11

A explain the importance of fashion; FASHMKTG.11A

B demonstrate knowledge of fashion history and how it relates to today's fashions; FASHMKTG.11B

C distinguish among fashion terms such as fashion, style, and design; FASHMKTG.11C

D list major environmental influences on fashion demand; FASHMKTG.11D

E research fashion information; FASHMKTG.11E

F explain legislation that impacts the fashion industry; and FASHMKTG.11F

G describe how international marketing has affected the fashion industry. FASHMKTG.11G

12 The student knows that a career in fashion marketing requires knowledge of the industry. The student is expected to: FASHMKTG.12

A research careers in the fashion industry; FASHMKTG.12A

B list and describe businesses related to the fashion industry; and FASHMKTG.12B

C delineate components of softlines such as sportswear, footwear, and men's and children's fashions. FASHMKTG.12C

13 The student demonstrates mathematics knowledge and skills required to pursue the full-range of postsecondary education and career opportunities. The student is expected to: FASHMKTG.13

A apply data and measurements to solve a problem; and FASHMKTG.13A

B analyze mathematical problem statements for missing or irrelevant data. FASHMKTG.13B