

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

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

- 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