

# Fashion Merchandising Advanced

**Levels:** Grade 11-12  
**Units of Credits:** 1.00  
**CIP Code:** 08.0199  
**Core Code:** 37010000070  
**Prerequisites:** Fashion Merchandising A and B  
**Skill Test:**

## COURSE DESCRIPTION

The Advanced Fashion Merchandising course is designed to provide the serious fashion student knowledge of the various business functions in the fashion industry. The following list of skill standards prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising and career opportunities. Students taking the marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum could be used as an approved part of all marketing classes.

## CORE STANDARDS, OBJECTIVES AND INDICATORS

### STANDARD 1

**Students will have a basic understanding of the history of fashion.**

**Objective 1:** Identify early history of clothing.

a.

**Objective 2:** Name some influential people in fashion history.

a.

**Objective 3:** Identify specific styles in the 20th century.

a.

### STANDARD 2

**Students will understand Fashion Products and Research**

**Objective 1:** Define the following terms: rag trade, product mix, product assortment, market research, survey method, observation method, experimental method, focus group, merchandise information system.

a.

**Objective 2:** Describe methods used to do market research.

a.

**Objective 3:** Explain market segmentation and target market research.

a.

### STANDARD 3

**Students will understand the concept of retailing positioning.**

**Objective 1:** Define the following terms: retail positioning, merchandising policies, operational policies, buying motives, product motives, patronage motives, direct competition, indirect competition, vertical competition, lifestyle competition, ambiance.

a.

**Objective 2:** Define the following terms about product strategy: assortment breadth, assortment depth.  
a.

**Objective 3:** Define the following terms about pricing strategy: prestige pricing, price promoting.  
a.

**Objective 4:** Explain place strategy in terms of: site location, types of store clusters, market coverage, facilities design, store exterior, store interior.  
a.

#### **STANDARD 4**

**Students will understand the basics of fashion buying.**

**Objective 1:** Explain the role of a fashion buyer.  
a.

**Objective 2:** Describe the merchandise planning function.  
a.

**Objective 3:** Define the following terms: design center, fashion weeks, haute couture, couturiers, buying center, market weeks, mart.  
a.

**Objective 4:** Define the following terms: merchandising cycle, departmental buying, classification buying, stock turnover, buying plans, stock-to sales ratio, open-to buy (OTB), assortment plan, stock-keeping unit (SKU), specification buying, and vendor-managed inventory (VM).  
a.

**Objective 5:** Identify ways of obtaining internal and external information when planning to buy.  
a.

**Objective 6:** Describe what happens at market weeks and trade shows.  
a.

**Objective 7:** Identify some advantages of market weeks for buyers.  
a.

**Objective 8:** Identify the major domestic market centers and what they are known for.

**Objective 9:** Define the following terms: purchase order, advance orders, reorders, back orders, open order, special orders, blanket orders, approval buying.  
a.

#### **STANDARD 5**

**Students will understand how fabrics are made and the characteristics of different fabrics.**

**Objective 1:** Define: cellulosic fibers, protein fibers, staple fibers, filaments.  
a.

**Objective 2:** Define: cellulosic manufactured fibers, noncellulosic manufactured fibers, spinneret.  
a.

**Objective 3:** Define: spinning, ply, blend.  
a.

**Objective 4:** Define: selvage, grain, true bias.

a.

**Objective 5:** Define: nonwovens, laces and nets, braided fabrics, bonding, quilted fabrics.

a.

**Objective 6:** Define: finishing, bleaching, dyeing, colorfast, printing, hand.

a.

## **STANDARD 6**

**Students will understand the basics of successful selling.**

**Objective 1:** Define the following terms: rational buying behavior, emotional buying behavior, non-personal selling, personal selling, product features, benefits, add-ons, trading up.

a.

**Objective 2:** Explain the steps of the selling process.

a.

## **STANDARD 7**

**Students will be able to understand basic merchandising math.**

**Objective 1:** Identify types of financial records.

a.

**Objective 2:** Define the following terms: operating statement, cost of goods sold (COGS), gross margin, net profit, profit margin, fixed costs, variable costs, odd-figure pricing, loss leader, initial markup, keystone markup, maintained markup.

a.

**Objective 3:** Identify formulas for calculating the price of merchandise using both retail and cost methods.

a.

**Objective 4:** Identify formulas for calculating markdowns.

a.

## **STANDARD 8**

**Students will understand the basics of fashion promotion.**

**Objective 1:** Identify the three purposes of fashion promotion and the three promotion levels.

a.

**Objective 2:** Explain the 4 components of the promotional mix.

a.

**Objective 3:** Describe a fashion promotion plan.

a.

**Objective 4:** Define the following terms: publicity, public relations (PR), press kits, promotional mix, advertising, institutional advertising, cooperative advertising, national advertising, regional advertising, and local advertising.

a.

**Objective 5:** Name two advantages and two disadvantages of each of the following advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and web sites.

a.

## **STANDARD 9**

### **Students will understand visual merchandising.**

**Objective 1:** Define the following terms: visual merchandising, store layout, selling areas, sales support areas, floor plan, fixtures, grid layout, maze layout.

a.

**Objective 2:** Name and describe the three basic types of merchandise presentation.

a.

**Objective 3:** Identify basic types of retail fixtures, including: carousels, dump tables/bins, fourway rack, rounders, t-stand, waterfall.

a.

**Objective 4:** Identify the basic components of displays.

a.

**Objective 5:** Identify the basic types of window displays.

a.

## **STANDARD 10**

### **Students will understand the basics of fashion show production.**

**Objective 1:** Identify the main types of fashion shows.

a.

**Objective 2:** Define the following terms: fittings, merchandise pull, runways, commentary, choreography, lineup, and dressers.

a.

**Objective 3:** Summarize the coordination of the physical layout, music, choreography, and commentary of fashion shows.

a.

## **STANDARD 11**

### **Students will understand how to find and get jobs in the fashion industry.**

**Objective 1:** Identify traits and skills valued by employers.

a.

**Objective 2:** Describe 4 areas of employment in the fashion industry.

a.

**Objective 3:** Discuss educational options for fashion careers.

a.

**Objective 4:** Describe ways of getting experience in the fashion industry.

a.

**Objective 5:** Describe sources for researching fashion careers.

a.

**Objective 6:** Explain career networking.

a.

**Objective 7:** Discuss the components of the job-application process.

a.

**Objective 8:** Discuss steps in the job-search process.  
a.

**Objective 9:** Identify strategies for success on the job.  
a.

**Objective 10:** Identify traits of successful entrepreneurs.  
a.