A. COURSE ORIENTATION

Week 1

FA01.00 Identify the components of the Fashion Merchandising course.

1.01 Describe the basic content of the Fashion Merchandising course as part of the Marketing Education program.
   A. Distinguish between programs and courses.
   B. Explain the organization of the Marketing Education program.
   C. Explain the objectives of the Fashion Merchandising course.
   D. Preview the content of the Fashion Merchandising course.

1.02 Explain the value of DECA as an integral part of the Fashion Merchandising course.
   A. Explain the goals of DECA, Inc.
   B. Identify benefits of DECA membership.
   C. Explain basic facts related to DECA.
   D. Explain opportunities available through DECA and the relationship of these opportunities to the Fashion Marketing course.

1.03 Identify the scope and importance of the fashion industry to our economy.
   A. Discuss the fashion industry’s impact on the United States economy.
   B. Identify the four major segments of the fashion industry.

B. EVOLUTION AND MOVEMENT OF FASHION

FA02.00 Explain the evolution and movement of fashion.

Week 2

2.01 Interpret the process of fashion forecasting.
   A. Describe fashion forecasting and fashion trend.
   B. Explain the importance of forecasting.
   C. Identify those involved in forecasting.
   D. Describe activities in fashion forecasting.
   E. Identify sources of published information used by forecasters.

Week 2

2.02 Summarize the movement and acceptance of fashion.
   A. Define fashion movement and fashion.
   B. Explain the theories of fashion movement.
   C. Explain the fashion cycle.
   D. Identify the five basic principles of fashion movement.
   E. Compare factors that accelerate or decelerate fashion movement.
Week 3
2.03 Recognize the relationship between historical events and fashion evolution.
   A. Investigate historical events and the evolution of fashion during the twentieth century.
   B. Investigate historical events and the evolution of fashion during the twenty-first century.

Week 3 — Unit Test on 1 03 - 2 03
Week 4
2.04 Identify major fashion centers, types of designers, and price market categories.
   A. Identify major fashion centers.
   B. Define terms associated with fashion design.
   C. Identify basic types of designers.
   D. Identify the price market categories of women’s apparel.

2.05 Research influential names in fashion design.
   A. Identify influential American designers.
   B. Identify influential Italian designers.
   C. Identify influential French designers.
   D. Identify an influential British designer.

Week 5
2.06 Recognize current fashion trends.
   A. Identify terminology related to recognizing fashion trends.
   B. Identify sources of information used to research trends.
   C. Research current fashion trends.

Review of Unit 2 — Unit 2 Comprehensive Test

FA03.00 Explain the business and economics of the fashion industry.

Week 6 — 3 01 - 3 03
3.01 Explain the concept of marketing in fashion.
   A. Explain marketing and the marketing concept.
   B. Explain the concept of market and market identification.
   C. Explain the marketing mix.
   D. Explain the marketing functions as they relate to the fashion industry.

3.02 Explain the economics of fashion.
   A. Define basic economics terminology.
   B. Identify economic resources.
   C. Explain the relationship between supply and demand.
   D. Identify the economic utilities in relation to the fashion industry.
   E. Identify economic products as either goods or services.
   F. Explain the role of profit and competition in the free-market system.
   G. Explain the business cycle and its impact on the fashion industry.

3.03 Identify the types of fashion retailers.
   A. Identify the main types of retailers.
   B. Describe department store retailing.
   C. Describe discount store retailing.
   D. Describe specialty store retailing.
   E. Describe non-store retailing.
Week 7  3 04; Unit 3 Review; Unit 3 Test
3.04 Describe the fashion industry from a global perspective.
   A. Identify United States and world trade policy.
   B. Explain the relationship of textiles and apparel to developing nations.
   C. Identify the world’s major trade regions.
   D. Identify apparel counterfeiting issues.
   E. Describe areas of industry labor abuse.

D. MERCHANDISE INFORMATION

FA04.00 Explain merchandise information used in fashion merchandising.

Week 8
4.01 Identify basic textile fibers, fabrics, and their characteristics.
   A. Identify terminology related to the textile industry.
   B. Explain natural fibers, manufactured fibers, and blends.
   C. Identify basic natural fibers, their characteristics, care, and uses.
   D. Explain the common sources of leather and fur.
   E. Identify basic manufactured fibers, their characteristics, and common uses.
   F. Describe the steps involved in fabric production.
   G. Identify the common ways to turn yarn into fabric.
   H. Discuss fabric finishing.
   I. Explain current trends and technology in the textile industry.

4.02 Explain the elements and principles of design.
   A. Identify the elements and principles of design.
   B. Explain color.
   C. Explain shape.
   D. Explain line.
   E. Explain texture.
   F. Explain balance.
   G. Explain proportion.
   H. Explain emphasis.
   I. Explain rhythm.
   J. Discuss the use of the elements and principles of design to enhance the appearance of various body shapes.

Week 9  4 03 and 4 04
4.03 Identify merchandise classifications.
   A. Describe classifications for womenswear.
   B. Describe classifications for menswear.
   C. Describe classifications for infants’ and children’s apparel.
   D. Describe classifications for accessories.
   E. Describe additional classifications with the fashion industry.
4.04 Explain sizing in apparel.
   A. Describe sizing for womenswear.
   B. Describe sizing for menswear.
   C. Describe sizing for infants' and children’s apparel.

**Week 10 — Review Unit 4 and Unit 4 Test: Introduce 5 01**

**FA05.00 Develop the skills necessary for selling fashion.**

**Week 11 — 5 01 and 5 02; Comprehensive Review units 1 & 2**

5.01 Explain selling in the retail environment.
   A. Explain selling as a marketing function.
   B. Explain the roles of various salespeople.
   C. Explain the importance of salespeople.
   D. Explain methods used to motivate salespeople.
   E. Explain non-selling duties and responsibilities of the salesperson.

5.02 Demonstrate the steps of a sale.
   A. Explain the approach.
   B. Explain ways to determine customers’ needs and wants.
   C. Explain merchandise presentation.
   D. Explain how to handle customer objections.
   E. Explain closing the sale.
   F. Explain suggestion selling.
   G. Explain the steps in a sales transaction.
   H. Describe thanking and reassuring the customer.
   I. Explain sales follow-up.

**Week 12 — 5. 03 and Unit 5 Review; Unit 5 Test**

5. 03 Perform various mathematical calculations in retail sales.
   A. Calculate basic math.
   B. Perform the steps necessary to open and close a cash drawer.
   C. Perform the math for cash sales transactions.
   D. Explain terms related to retail sales.
   E. Calculate basic markup and markup percent.
   F. Calculate basic markdown and markdown percent.

**F. FASHION PROMOTION**
FA06.00 Recognize the importance of promotion in fashion.

**Week 13**

6.01 Identify the components of the promotional mix.
   A. Explain promotion and its importance.
   B. Explain the components and coordination of the promotional mix.
   C. Explain promotional approaches used during the stages of the fashion cycle.

6.02 Discuss fashion advertising.
   A. Discuss the purposes of fashion advertising.
   B. Discuss the types of fashion advertising.
   C. Describe the forms of media used in fashion advertising.
   D. Explain media mix.

**Week 14 —Complete unit 6 and Review for Unit 6 Test**

6.03 Explain visual merchandising.
   A. Define terms related to visual merchandising.
   B. Explain the goals of visual merchandising.
   C. Identify the areas of visual merchandising.
   D. Identify the components of visual presentation.
   E. Utilize the elements and principles of design in visual merchandising.

6.04 Describe the use of special events in fashion promotion.
   A. Define special events.
   B. Explain fashion shows.
   C. Explain trunk shows.
   D. Explain special sales.
   E. Explain celebrity appearances.
   F. Explain demonstrations.
   G. Explain charitable celebrations.
   H. Explain fashion awards.
   I. Explain sampling.
   J. Explain premiums.
   K. Explain personal improvement sessions.
   L. Explain teen boards.
6.05 **Create a fashion promotion plan.**
   A. Review the content guidelines for the promotion plan.
   B. Review the format guidelines for the promotion plan.
   C. Review the guidelines for presenting the promotion plan proposal.

**G. WORKPLACE READINESS**

**FA07.00** Develop professional and interpersonal skills needed for success in the fashion industry.

**Week 15 Unit 6 Test; Unit 7**

7.01 Recognize soft skills necessary in the workplace.
   A. Define soft skills.
   B. Clarify the importance of interpersonal skills.
   C. Explain the importance of ethics.
   D. Describe the value of teamwork.
   E. Explain effective communication in the workplace.

7.02 Demonstrate effective employability skills.
   A. Explain networking.
   B. Prepare or gather documents for use in promoting oneself for employment.
   C. Prepare for an interview.
   D. Describe follow-up steps helpful to those seeking employment.
   E. Explain the proper procedure for resigning from a job.

7.03 Summarize careers in the fashion industry.
   A. Examine the fashion industry as a personal career choice.
   B. Outline steps toward a career goal in the fashion industry.
   C. Outline career opportunities in textiles.
   D. Outline career opportunities in apparel manufacturing.
   E. Outline career opportunities in retail.
   F. Outline career opportunities in auxiliary services related to fashion.
   G. Research Internet-based opportunities in the fashion industry.

**Week 16 Unit 7 Review and Test; Begin Comprehensive Review**

**Week 17** Comprehensive Review in Preparation for CTE State Test

**Week 18** Exam Week — Complete Review Sessions and take State Test