

FASHION MARKETING

08.41300 Introduction to Fashion Marketing

08.41400 Fashion Marketing Sales and Promotion

08.41500 Fashion Marketing in Manufacturing and Wholesaling

ACKNOWLEDGEMENTS

Georgia's competency-based curriculum framework for Fashion Marketing would not have been possible without the efforts of many people. Representatives of the business community played a vital role in collaborating with educators to ensure that curriculum reflects the realities of the workplace and effectively prepares students for further education and productive careers. Members of the writing/development team, focus group participants, the State Department of Education program specialist for Marketing Education, and Marketing educators throughout the state gave their time and expertise in developing these standards. In addition, their employers generously granted them time off to work on this curriculum development project.

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CORE EMPLOYABILITY SKILLS

BASIC SKILLS

1. Locates, understands, and interprets written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.
2. Communicates thoughts, ideas, information, and messages in writing and technologically, and creates documents such as letters, directions, manuals, reports, graphs, and flowcharts.
3. Performs and applies numerical concepts and calculations, and solves problems by choosing appropriately from a variety of mathematical techniques using mental, manual, and technological methods.
4. Receives, interprets, and responds to verbal and nonverbal messages in a manner appropriate to a given situation.
5. Organizes ideas and communicates orally in a clear, concise, and courteous manner.

THINKING SKILLS

6. Specifies goals, objectives, constraints, and supporting factors.
7. Identifies problems, alternative solutions, consequences of alternative solutions, and uses appropriate techniques to resolve given problems.
8. Implements a plan of action making modifications as needed to achieve stated objectives.
9. Uses effective learning techniques to acquire and apply new knowledge and skills.

PERSONAL QUALITIES

10. Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
11. Chooses ethical courses of action.
12. Takes initiative to accomplish tasks in a timely manner.
13. Exerts a high level of effort and perseveres towards goal attainment.
14. Demonstrates adaptability, dependability, and responsibility and such social behaviors as tolerance, honesty, empathy, and courtesy.

INTERPERSONAL SKILLS

15. Participates and interacts as a team member and leader.
16. Shares knowledge and skills with others.
17. Performs effectively in various environments with people of different ages, genders, cultures, socio-economic backgrounds, attitudes, and abilities.

18. Works to satisfy customer/client expectations.
19. Uses strategies appropriate to a given situation to prevent and resolve conflicts.

RESOURCES

20. Selects goal-relevant activities, prioritizes them, manages time, and prepares and follows schedules.
21. Uses or prepares budgets, makes projections, keeps records, and makes adjustments to meet objectives.
22. Acquires, stores, allocates, and uses materials and space efficiently.

TECHNOLOGY

23. Prevents, identifies, or solves problems with technical or electronic equipment.
24. Operates and maintains technical equipment and the work environment safely following applicable industry regulations and guidelines.
25. Utilizes a variety of technologies.

BUSINESS ASPECTS

26. Demonstrates understanding of basic economic concepts and how they are applied in business functions and activities.
27. Identifies forms of business ownership.
28. Demonstrates understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.
29. Demonstrates understanding of the individual's role, responsibilities, and relationships in the organizational structure of a business.
30. Maintains safety, health, and environmental standards, and addresses ergonomic concerns.

CAREER DEVELOPMENT

31. Makes potential career decisions based upon interests, abilities, and values and formulates appropriate plans to reach career goals.
32. Demonstrates understanding of the relationship between educational achievement and career planning and how career choices impact family patterns and lifestyle.
33. Demonstrates effective skills for seeking and securing employment.
34. Demonstrates understanding of education and career development as a lifelong learning process which requires preparation for change.

08.41300 INTRODUCTION TO FASHION MARKETING

RECOMMENDED PREREQUISITE: 08.47400 MARKETING PRINCIPLES

COURSE DESCRIPTION: This course introduces the student to the fashion industry including the fundamentals of fashion marketing, types of businesses involved in the industry, and the array of career opportunities available in fashion marketing. Students develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems.

In order to ensure that students master these performance standards, it is recommended that one of the following work-based learning components be incorporated into the program. The students could be concurrently enrolled in a Marketing Co-op/Internship; the students could be scheduled for enrollment in a Marketing Co-op/Internship prior to completion of the program; or the students could participate in a school-based laboratory experience that simulates the business environment of the fashion marketing industry. The Marketing Co-op/Internship should be specific to fashion marketing.

Competencies for the co-curricular student organization "DECA, an Association of Marketing Education Students" are integral components of both the core employability skills standards and the technical skills standards, and DECA activities should be incorporated throughout instructional strategies developed for the course.

FASHION FUNDAMENTALS

35. Identify and describe the different types of businesses that comprise the fashion industry.
36. Describe the differences in fashion marketing at the manufacturing, wholesale, and retail levels.
37. Discuss the evolution of national, local, and boutique fashion retailers.
38. Identify psychological and global influences that impact the fashion industry.
39. Differentiate between society's impact on fashion and fashion's impact on society.
40. Describe events that have influenced fashion within the last decade and century.
41. Name several designers that have helped shape the fashion industry.
42. Identify and describe current trends in the fashion industry.
43. Differentiate between fashion trends and fads.
44. Contrast the stages of the fashion cycle.
45. Explain factors that impact the length of each stage within the fashion cycle.
46. Identify career opportunities in the fashion industry.
47. Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesaling, and retailing levels.
48. Describe the aptitudes and skill requirements for career sustaining and mid-level management positions in fashion marketing.

FASHION ECONOMICS

49. Explain how the fashion industry impacts the national economy and Georgia's economy.

50. Describe current economic trends in the United States and outline the influence of the trends on decision-making in fashion marketing.
51. Describe the impact of such economic indicators as consumer discretionary income, inflation, gross domestic product, and productivity on consumer spending on fashion.
52. Contrast typical profit margins of manufacturers, wholesalers, and retailers in the fashion industry.
53. List and describe typical channels of distribution utilized in fashion marketing.
54. Identify and describe major laws that regulate and/or impact the fashion industry.

MARKET SEGMENTATION AND MARKETING RESEARCH

55. Define market segmentation and describe its relationship to target marketing.
56. Explain the difference between market growth and market share.
57. Describe the extent to which changing demographics create new markets.
58. Define psychographics and outline how this indicator helps to explain buying habits.
59. Define market research and list several methods of conducting research.
60. Explain the differences between qualitative and quantitative information.
61. Discuss the relationship between marketing research and product development.
62. Discuss bar codes and how they are used to gather consumer information.
63. Conduct a marketing research project for a sector or company in the fashion industry and interpret the results.

PRODUCT SELECTION AND BUYING

64. Describe the product selection process for fashion buying.
65. Differentiate between assortment planning and product mix.
66. Outline financial planning strategies used in the buying process.
67. Define open-to-buy and its relationship to maintaining the proper mix and level of merchandise.
68. Identify and classify sizes, styles and characteristics of women's, men's, and children's fashions.
69. Identify and discuss the importance of selecting styles for different body types.
70. Discuss buying strategies based on a target market.
71. Differentiate between private and designer labels, and outline the advantages and disadvantages to a retailer in carrying the different labels.
72. Contrast the criteria used when selecting suppliers for a small retail boutique, a department store, and a national chain retailer.
73. Compare buying policies in various retail fashion companies.
74. Describe critical components of effective buyer-vendor relationships.
75. Contrast the advantages and disadvantages of using different buying venues such as trade shows, showrooms, sales representatives.
76. Prepare a buying plan and calculate open-to-buy based on cost and retail for selected products in an identified business.

INVENTORY SYSTEMS

77. Describe the extent to which inventory control impacts profits.

78. Outline the impact of computer technology on tracking and maintaining inventory.
79. Contrast inventory control systems in a small retail boutique with those used in a national chain retail store.
80. Describe the impact of mispricing, internal shortage (employee theft) and external shortage (shoplifting) on profits.
81. Outline steps typically followed in the inspection process to insure quality control in the delivery of merchandise.
82. Describe different storage locations used by retailers for merchandise.
83. Mark and prepare merchandise for the sales floor.
84. Rotate merchandise according to store policy.

08.41400 FASHION MARKETING SALES AND PROMOTION

PREREQUISITE: 08.41300 INTRODUCTION TO FASHION MARKETING

COURSE DESCRIPTION: This course focuses on the performance of key responsibilities required in a retail environment. Students develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service. The National Retail Federation (NRF) has developed national skill standards for the sales and service industry that have been integrated across this curriculum and can lead to student Certification as a Sales Associate.

In order to ensure that students master these performance standards, it is recommended that one of the following work-based learning components be incorporated into the program. The students could be concurrently enrolled in a Marketing Co-op/Internship; the students could be scheduled for enrollment in a Marketing Co-op/Internship prior to completion of the program; or the students could participate in a school-based laboratory experience that simulates the business environment of the fashion marketing industry. The Marketing Co-op/Internship should be specific to fashion marketing.

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PRICING

35. Describe different pricing strategies and factors that affect the selling price of a product.
36. Describe the psychological effects of pricing.
37. Outline legal and ethical considerations in pricing.
38. Explain pricing policies in relation to product life cycle and seasonal factors.
39. Compare pricing policies of various fashion retailers.
40. Develop mark-up and markdown strategies.
41. Calculate the dollar and percentage markup used for cost and retail.
42. Calculate markdowns, sales prices, and discounts in dollars and percentages.
43. Develop a pricing model for a selected fashion retailer.

VISUAL MERCHANDISING

44. Describe how and why visual appeal affects sales.
45. Identify and define elements and principles of design as they relate to visual merchandising.
46. Outline factors to be considered in selecting merchandise for an interior display and for a window display.
47. Construct an interior display and a window display.
48. Use lights, special effects and signs in an interior display and a window display to promote sales.
49. Design a special event/theme display using apparel and accessories, i.e. back-to-school, a high school prom.

ADVERTISING

50. Define advertising and explain how it is used to promote the sale of fashion.
51. Discuss the differences in product advertising at the national and local level.
52. Explain how special advertising mediums, such as billboards, can be used to promote fashions.
53. Describe the different types of broadcast mediums used in fashion marketing.
54. Discuss the different types of electronic mediums as they relate to fashion marketing, including the Internet.
55. Create a fashion advertisement for a print publication.
56. Create a storyboard for a fashion commercial for television.
57. Create a fashion commercial for radio.

SPECIAL PROMOTIONS

58. Identify types of special promotions used in the fashion industry.
59. Define public relations and explain how it is used to support promotional campaigns.
60. List the elements of the promotion mix.
61. Target a market for a fashion promotion.
62. Prepare a promotional calendar of events for a given line of fashion merchandise.
63. Develop a promotional plan for a fashion-related product or a new label.
64. Develop a promotional plan for a special sales event, i.e. back-to-school, Valentine's Day, Thanksgiving.

PROFESSIONAL SALES

65. Describe the importance of the direct selling function and role of a salesperson.
66. Create a selling environment in a selected fashion department.
67. Demonstrate knowledge of fashion merchandise features and benefits in a sales presentation.
68. Demonstrate each of the steps in a sales presentation.
69. Demonstrate techniques for overcoming different types of customer objections.
70. Demonstrate suggestion sales techniques and close the sale.
71. Process sales transactions accurately.
72. Process returns, exchanges, and refunds.
73. Convert turndowns into future sales opportunities.
74. Demonstrate the steps to be followed in training a new sales associate.
75. Outline sales quotas and sales incentives for the sales staff in a given department or for a selected type of fashion merchandise.

CUSTOMER SERVICE

76. Describe customer service and explain its role in relation to promoting sales and increasing profit margins.
77. Outline the importance of customer service as it relates to all employees.
78. Discuss the extent to which a good or bad perception of service quality can impact sales.

79. List several store functions classified under customer service.
80. Demonstrate skill as a personal shopper in assisting customers and influencing sales.
81. Demonstrate skill in addressing different types of customer service concerns.

08.41500 FASHION MARKETING IN MANUFACTURING AND WHOLESALEING

PREREQUISITE: 08.41400 FASHION MARKETING SALES AND PROMOTION

COURSE DESCRIPTION: In this course students learn the roles and responsibilities of fashion marketing personnel in manufacturing and wholesale environments. The focus is on the development of competencies required for employment in fashion market centers, and on fashion marketing personnel who implement buying, promotional, and pricing functions in manufacturing and wholesaling businesses.

In order to ensure that students master these performance standards, it is recommended that one of the following work-based learning components be incorporated into the program. The students could be concurrently enrolled in a Marketing Co-op/Internship; the students could be scheduled for enrollment in a Marketing Co-op/Internship prior to completion of the program; or the students could participate in a school-based laboratory experience that simulates the business environment of the fashion marketing industry. The Marketing Co-op/Internship should be specific to fashion marketing.

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CAREER OPPORTUNITIES

35. Identify career opportunities and employment requirements specific to fashion marketing in manufacturing and wholesaling.
36. Describe the role of a marketing manager for a manufacturer of fashion merchandise.
37. Contrast the role and employment requirements of a fashion buyer for a manufacturer with that of a wholesale buyer and a retail buyer.
38. Contrast the role of a sales representative for a manufacturer of fashion merchandise with that of a wholesale sales representative and a retail salesperson.
39. Describe the functions of a wholesaler and showroom salesperson.
40. Outline a fashion marketing career path from a manufacturing and wholesaling entry-level position to management.

MARKET CENTERS

41. Explain the role of fashion market centers, i.e. The Atlanta Mart.
42. Outline the concept of showrooms and describe a typical layout.
43. List major fashion market centers and apparel marts located in the United States.
44. Identify international fashion market centers.
45. Summarize the major activities that take place during market week
46. Explain the sales process at market centers.
47. Explain the process of writing orders at a market center.

MERCHANDISE BUYING

48. Describe the responsibilities of a retail buyer at a market center.
49. Outline buyer requirements for purchasing at fashion markets.
50. Describe the market resources available to retail buyers.
51. Summarize buyers' strategies for market trips and merchandise selection.
52. State factors involved in purchasing foreign goods for resale in the U.S. market.
53. Outline the criteria a manufacturer's buyer would use in selecting suppliers.
54. Describe the criteria a manufacturer's buyer would use in selecting designers for the creation of designer labels in their product line.
55. Outline alternative buying options a manufacturer could offer a retailer.
56. Describe alternative options a manufacturer could offer a retail buyer for financing fashion purchases.
57. Outline suggested merchandise buying plans a manufacturer could offer a retail fashion buyer.

DISTRIBUTION CHANNELS

58. Identify typical channels of distribution for fashion merchandise.
59. Describe the factors a manufacturer considers when selecting a distribution channel for a given line of fashion merchandise.
60. Outline the effect of bypassing retail stores and shipping directly from the manufacturer to an outlet center.
61. Contrast common buying and shipping terms used by a manufacturer and a wholesaler.
62. Outline the decisions to be made in managing the marketing functions of transportation and storage from the manufacturer's and the wholesaler's perspective.
63. Explain how the selection of distribution channels affects the cost and retail price of fashion merchandise.
64. Compare and summarize the benefits of using computerized systems to track and process orders at the manufacturing, wholesaling, or market center levels of distribution.

PROMOTIONAL STRATEGIES

65. Contrast market focus at the manufacturer and wholesale levels.
66. Contrast the promotional strategies of a manufacturer with those of a wholesaler.
67. Define cooperative advertising and discuss the pros and cons of its use.
68. Describe the use of trade shows as a manufacturer's marketing tool.
69. Contrast the promotional strategies used by different manufacturers to promote a given line of fashion merchandise, i.e. Tommy Hilfiger shirts versus Gantt shirts.
70. Outline promotional strategies a manufacturer could use in promoting their lines of fashion merchandise to retailers.
71. Develop a print advertisement and a broadcast commercial a manufacturer could offer to retailers to promote selected lines of fashion merchandise.

PRICING STRATEGIES

72. Contrast pricing strategies of a wholesaler with those of a manufacturer for selected lines of fashion merchandise.
73. Describe factors that influence a manufacturer's and a wholesaler's pricing of fashion goods.
74. Develop alternative pricing strategies a manufacturer could offer to retailers for selected lines of fashion merchandise.
75. Describe the effects of competition on pricing at the wholesale and manufacturing levels.
76. Compare manufacturer's discounting with in-store sales promotion.
77. Discuss the pros and cons of foreign production and the affect it has on domestic market prices.
78. Identify and describe major laws that regulate and/or impact pricing in the fashion industry.