

Curriculum Crosswalk

Fashion Merchandising 2005

Course to:

**2008 National Marketing Education Standards
Marketing Career Cluster
LAP Instructional Support Materials**

Produced by:

MBA *Research*

and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision-making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision-making skills in all aspects of marketing that are needed to own and operate a business.

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	MBA Research LAPs	2008 National Marketing Standards Performance Indicators Marketing Career Performance Indicators
A	COURSE ORIENTATION		
FA01.00	Identify the components of the Fashion Merchandising course.		
FA01.01	Describe the basic content of the Fashion Merchandising course as part of the Marketing Education program.		
FA01.02	Explain the value of DECA as an integral part of the Fashion Merchandising course.		
FA01.03	Identify the scope and importance of the fashion industry to our economy.		Explain the apparel segment of the fashion industry (SP)—for DECA
B	EVOLUTION AND MOVEMENT OF FASHION		
FA02.00	Explain the evolution and movement of fashion.		
FA02.01	Interpret the process of fashion forecasting.		Discuss the nature of fashion forecasting (SP)—for DECA Identify fashion trends (SP)—for DECA Analyze information from suppliers (SP) Analyze data from control units (SP) Scan marketplace to identify factors that could influence merchandising decisions (SP) Analyze competitors' offerings (SP)
FA02.02	Summarize the movement and acceptance of fashion.		Describe theories of the origin of fashion products (SP)—for DECA
FA02.03	Recognize the relationship between historical events and fashion evolution.		Describe the influence of historical events on fashion products (SP)—for DECA
FA02.04	Identify major fashion centers, types of designers, and price market categories.		Identify fashion market centers (SP)—for DECA Explain the role of fashion designers (SP)—for DECA
FA02.05	Research influential names in fashion design.		Explain the role of fashion designers (SP)—for DECA
FA02.06	Recognize current fashion trends.		Identify fashion trends (SP)—for DECA

C	THE BUSINESS OF FASHION		
FA03.00	Explain the business and economics of the fashion industry.		
FA03.01	Explain the concept of marketing in fashion.	BA LAP 11: Have It Your Way (Nature of Marketing) IM LAP 9: Have We Met? (Market Identification) IM LAP 7: Pick the Mix (Marketing Strategies) MK LAP 1: Work the Big Six (Marketing Functions)	Explain marketing and its importance in a global economy (CS) Explain the concept of market and market identification (CS) Explain the concept of marketing strategies (CS) Describe marketing functions and related activities (CS) Describe the nature of apparel and accessories marketing (CS)—for DECA
FA03.02	Explain the economics of fashion.	EC LAP 6: Economics (update 2009) EC LAP 14: Economic Resources (update 2009) EC LAP 11: It's the Law (Supply and Demand) EC LAP 13: Use It (Utility) EC LAP 10: Goods and Services (update fall, 2008) EC LAP 2: Risk Rewarded (Profit) EC LAP 8: Ready, Set, Compete (Competition)—update fall, 2008 EC LAP 9: Business Cycles (update fall, 2009)	Describe the concepts of economics and economic activities (CS) Explain the concept of economic resources (CS) Explain the principles of supply and demand (CS) Determine economic utilities created by business activities (CS) Distinguish between economic goods and services (CS) Identify factors affecting a business's profit (CS) Explain the concept of competition (CS) Determine the impact of business cycles on business activities (SP)
FA03.03	Identify the types of fashion retailers.		

FA03.04	Describe the fashion industry from a global perspective.	EC LAP 4: Beyond US (Global Trade)	<p>Explain the nature of global trade (SP)</p> <p>Discuss the impact of cultural and social environments on global trade (SP)</p> <p>Explain labor issues associated with global trade (SU)</p> <p>Identify the effects of global trade on retailing (SP)</p> <p>Discuss the impact of globalization on business (SP)</p> <p>Explain the impact of major trade alliances on business activities (SP)</p>
D	MERCHANDISE INFORMATION		
FA04.00	Explain merchandise information used in fashion merchandising.		
FA04.01	Identify basic textile fibers, fabrics, and their characteristics.		Use characteristics of fiber, yarns, fabrics, and materials to identify benefits (CS)—for DECA
FA04.02	Explain the elements and principles of design.		<p>Describe the elements of design (SP)</p> <p>Explain the impact of color harmonies on composition (SP)</p>
FA04.03	Identify merchandise classifications.		Monitor merchandise classification system (SP)
FA04.04	Explain sizing in apparel.		<p>Determine size and fit of children's apparel (CS)—for DECA</p> <p>Determine size and fit of women's apparel (CS)—for DECA</p> <p>Determine size and fit of men's apparel (CS)—for DECA</p>
CROSSWALK CONTINUED ON NEXT PAGE			

E	SELLING FASHION		
FA05.00	Develop the skills necessary for selling fashion.		
FA05.01	Explain selling in the retail environment.	SE LAP 117: Sell Away (Nature of Selling) HR LAP 32: Customer Service Mindset	Explain the nature and scope of the selling function (CS) Demonstrate a customer-service mindset (CS) Determine strategies to motivate sales staff (MN) Calculate commissions (MN)
FA05.02	Demonstrate the steps of a sale.	SE LAP 126: The Selling Process SE LAP 101: Opening the Retail Sale (update fall, 2009) SE LAP 112: Typecasting (Addressing Needs of Individual Personalities) SE LAP 114: Questioning SE LAP 109: What's the Motive? (Buying Motives) SE LAP 103: Product Demonstration (update fall, 2009) SE LAP 100: Converting Objections (update fall, 2009) SE LAP 107: Closing Sales (update fall, 2009) SE LAP 110: Using Suggestion Selling (update fall, 2009) SE LAP 119: Follow-Up Strategies SE LAP 115: Keep Them Loyal (Building Clientele)	Explain the selling process (CS) Establish relationship with client/customer (CS) Address needs of individual personalities (SP) Determine customer/client needs (CS) Qualify customer's buying motives for use in selling (SP) Demonstrate product (SP) Convert customer/client objections into selling points (SP) Close the sale (SP) Demonstrate suggestion selling (SP) Plan follow-up strategies for use in selling (SP) Explain key factors in building a clientele (SP)
			Provide post-sales service (SP) Process returns/exchanges (CS) Process sales documentation (SP) Process sales transactions (CS) Accept checks from customers (CS) Operate register/terminal (CS)
FA05.03	Perform various mathematical calculations in retail sales.		Prepare cash drawers/banks (CS) Open/Close register/terminal (CS) Determine cost of product (breakeven, ROI, markup) (MN) Calculate miscellaneous charges (CS)

F	FASHION PROMOTION		
FA06.00	Recognize the importance of promotion in fashion.		
FA06.01	Identify the components of the promotional mix.	PR LAP 2: Promotion (update fall, 2009) PR LAP 1: Promotional Mix (update fall, 2009)	Explain the role of promotion as a marketing function (CS) Identify the elements of the promotional mix (SP)
FA06.02	Discuss fashion advertising.	PR LAP 3: Ad-quipping Your Business (Types of Media)—update winter, 2009	Explain types of advertising media (SP)
FA06.03	Explain visual merchandising.		Explain the use of visual merchandising in retailing (CS) Distinguish between visual merchandising and display (CS) Explain types of display arrangements (CS) Describe the elements of design (SP) Explain the impact of color harmonies on composition (SP)
FA06.04	Describe the use of special events in fashion promotion.		Plan special events (SP)
FA06.05	Create a fashion promotion plan.		Explain the nature of a promotional plan (SP) Plan promotional strategy (promotional objectives, budget, promotional mix, etc.) (MN) Develop promotional plan for a business (MN)
G	WORKPLACE READINESS		
FA07.00	Develop professional and interpersonal skills needed for success in the fashion industry.		
FA07.01	Recognize soft skills necessary in the workplace.	EI LAP 4: Work Right (Ethical Work Habits) QS LAP 6: Lean on Me (Teamwork Skills) QS LAP 25: More Than Just Talk (Effective Communication)	Demonstrate ethical work habits (PQ) Participate as a team member (CS) Explain the nature of effective communications (PQ) Explain the nature of positive customer relations (CS) Explain the nature of effective verbal communications (PQ) Explain the nature of effective written communications (CS)

FA07.02	Demonstrate effective employability skills.	PD LAP 5: Brand ME! (Personal Appearance)	<p>Maintain appropriate personal appearance (PQ)</p> <p>Use networking techniques to identify employment opportunities (SP)</p> <p>Prepare a résumé (CS)</p> <p>Write a letter of application (CS)</p> <p>Complete a job application (PQ)</p> <p>Interview for a job (PQ)</p> <p>Write a follow-up letter after job interviews (CS)</p>
FA07.03	Summarize careers in the fashion industry.		<p>Identify career opportunities in retailing (CS)</p> <p>Explain career opportunities in merchandising (CS)</p> <p>Discuss career opportunities in apparel and accessories marketing (CS)—for DECA</p>