



Department of Teaching & Learning
Parent/Student Course Information

Fashion Marketing & Fashion Marketing Co-Op
(ME8140 & ME8141)
One Year, One Credit
Grades 10, 11 or 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

This course leads students into the exciting and ever-changing world of fashion. Students gain knowledge of marketing as it relates to the fashion industry. From brick-and-mortar retail establishments to online retail and social media marketing, students will explore aspects such as trends, technology, the buying process, visual merchandising, the nature and history of fashion and fashion designers, and the global impact of the fashion industry on the economy. Academic skills related to the content are part of this course.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state and national competitive events.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

Enrollment for the Advanced Fashion Marketing or Advanced Entrepreneurship & Innovation courses should be based on student performance, teacher recommendation and parent input.

REQUIRED STUDENT TEXTBOOK

Fashion Marketing, 2007

COMPETENCIES FOR FASHION MARKETING

Demonstrating Personal Qualities and People Skills

- 1 Demonstrate creativity and resourcefulness.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.
- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

Exploring the Nature and History of Fashion

- 39 Explain the concept of fashion in terms of apparel, accessories, health and beauty products and services, and home fashions.
- 40 Identify the components of fashion.
- 41 Explain the importance of fashion.
- 42 Examine the history of fashion in the 20th century.
- 43 Describe the influences that economic, demographic, social, political, and psychological factors have had on fashion.
- 44 Describe the influence of social media on fashion.

Analyzing Design and Color Fundamentals

- 45 Identify the characteristics of natural and man-made fibers.
- 46 Describe the elements and principles of design.
- 47 Identify basic garment footwear silhouettes and styles.
- 48 Analyze the effect of color on fashion.
- 49 Explain the principles of color psychology.
- 50 Explain the purpose of the color wheel.

Understanding Economic and Marketing Concepts

- 51 Explain economic goods and services.
- 52 Identify economic resources used in the fashion industry.
- 53 Explain competition.
- 54 Analyze the concept of supply and demand.
- 55 Explain the concept of marketing.
- 56 Explain economic utility.
- 57 Explain marketing functions and related activities.
- 58 Explain the concept of marketing identification.
- 59 Describe the marketing mix.
- 60 Identify the channels of distribution used in the fashion industry.
- 61 Differentiate between marketing and merchandising.
- 62 Explain the concept of branding.

Developing a Promotional Mix

- 63 Identify the elements of the promotional mix.
- 64 Compare the benefits of each type of promotional media.
- 65 Explain the concept of customer loyalty programs.

Exploring Technology in the Fashion Industry

- 66 Describe the effects of technology on the fashion industry.
- 67 Identify fashion information media.
- 68 Identify the roles of fashion information media.

Exploring the Function of Trends

- 69 Define *trends*, *fads*, and *classics*.
- 70 Explain the stages of fashion cycles and their effects on fashion marketing.

71 Explain the role of fashion influencers.

Exploring Fashion Retailing

72 Compare types of fashion retailers and their target markets.

73 Identify industry categories of fashion merchandising.

Exploring the Buying Process

74 Define the buying process.

75 Describe the psychological effects of pricing.

76 Differentiate between cost and retail price.

77 Identify domestic and international fashion market centers and the focus of each.

78 Describe the importance of inventory control.

Developing Visual Merchandising and Store Presentation

79 Describe the elements of visual merchandising.

80 Explain the importance of visual merchandising.

81 Explain the function of color in visual merchandising.

82 Explain the use of planograms.

Developing Customer Service and Personal Selling Skills

83 Demonstrate communication skills in the fashion workplace.

84 Present information orally to various audiences.

85 Identify customer buying motives.

86 Demonstrate the selling process through the steps of the sale.

87 Demonstrate customer-service techniques.

88 Handle different types of customers

89 Translate technical language into commonly understood language.

90 Explain company policy to a customer.

91 Describe procedures for handling a customer's complaint.

92 Describe methods used to encourage customer retention.

Developing Employability Skills

93 Identify sources for finding job openings.

94 Complete job application.

95 Identify steps to prepare for a job interview and follow-up.

96 Describe various pre-employment tests.

Planning a Career in Fashion

97 Identify personal traits important for a fashion career.

98 Describe entry-level positions in fashion.

99 Research an occupational interest in fashion.

Preparing for Industry Certification

100 Describe the process and requirements for obtaining industry certifications related to the Fashion Marketing course.

101 Identify testing skills/strategies for a certification examination.

102 Demonstrate ability to successfully complete selected practice examinations (e.g., practice questions similar to those on certification exams).

Aaron C. Spence, Ed.D., Superintendent
Virginia Beach City Public Schools
2512 George Mason Drive, Virginia Beach, VA 23456-0038

Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

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Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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