



Department of Teaching & Learning
Parent/Student Course Information

Advanced Fashion Marketing & Advanced Fashion Marketing Co-Op
(ME8145 & ME8146)
One Year, One Credit
Grades 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 advanced-level course prepares students for a career in the global fashion industry. Students gain deeper knowledge of the field and apply skills in marketing. Students explore sustainability, social responsibility, entrepreneurship, technology applications, buying, portfolio development, and career as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied.

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

Fashion Marketing

OPTIONS FOR NEXT COURSE

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

REQUIRED STUDENT TEXTBOOK

Fashion: From Concept to Consumer, 2006

COMPETENCIES

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 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.

36 Reflect on lessons learned during the WBL experience.

37 Explore career opportunities related to the WBL experience.

38 Participate in a WBL experience, when appropriate.

Exploring the Nature and History of Fashion

39 Trace the evolution of fashion styles and textiles and their impact on current trends.

40 Research specific economic, demographic, social, political, geographic and psychographic factors influencing fashion.

Characterizing Textiles

41 Analyze fabric samples that demonstrate various weaves, textures and finishing techniques.

42 Describe fabric construction and finishes commonly used in the fashion industry.

43 Explain the relationship between fabric characteristics and product use.

Performing Marketing Research

44 Describe the market research process.

45 Conduct market research.

46 Analyze market research findings.

Exploring Trends in the Fashion Industry

47 Identify influences on fashion trends.

48 Identify fashion market trends.

49 Develop a fashion forecast.

Examining Sustainability and Social Responsibility

50 Define sustainability and social responsibility.

51 Describe the fashion industry's impact on the environment.

52 Describe social responsibility within the fashion industry.

Analyzing the Buying Process

53 Describe the buying process.

55 Examine the role of technology in the buying process.

56 Describe assortment planning.

58 Describe methods of inventory control.

Exploring Product Development

59 Simulate product line development.

60 Compare the pricing strategies of various fashion retailers.

61 Explain the product life cycle.

Analyzing Economics

62 Explain the purpose of economic indicators.

63 Examine the nature of global markets.

64 Discuss the effects of government regulations on the fashion industry.

65 Examine the effects of global outsourcing and offshore sourcing.

66 Differentiate between domestic production and international production.

Planning a Promotional Event

- 67 Research types and effectiveness of promotional events for the fashion industry.
- 68 Identify the steps in planning a retail promotional event.
- 69 Plan a fashion show or retail event.

Developing Visual Merchandising and Store Presentation

- 71 Apply design principles to visual merchandising.
- 72 Explain the concept of merchandise placement.
- 73 Design a merchandise layout.

Exploring Technology in the Fashion Industry

- 75 Identify the technology used in the fashion industry.
- 76 Investigate emerging technology in fashion marketing.
- 77 Explore the uses of electronic communication in business.
- 78 Review current types of fashion media.

Selling the Product

- 80 Create a sales presentation to buyers.
- 81 Deliver a sales presentation.
- 82 Explain key factors in building a clientele.
- 83 Gather information from a client or customer that can be used to make a sale.
- 84 Describe customer relationship-building techniques.
- 85 Explain the concept of sales quotas and related compensation.

Exploring Entrepreneurship

- 86 Describe types of business ownership in the fashion industry.
- 87 Identify the personal characteristics and skills of a successful entrepreneur.
- 88 Investigate the factors influencing the success rate of businesses.
- 89 Explore sources of capital and financing methods for an entrepreneurial fashion business.
- 90 Analyze the economic importance of entrepreneurship.
- 91 Describe the economic effects of counterfeits and knockoffs in the fashion industry.
- 92 Research safety policies/procedures to minimize change of loss.
- 93 Implement security policies/procedures to minimize chance of loss.

Developing Employability Skills

- 95 Create an electronic portfolio.
- 96 Research career trends and opportunities in fashion marketing.
- 97 Prepare a career development plan.
- 98 Explore postsecondary training and educational opportunities.
- 99 Tailor interview techniques to a variety of companies.
- 100 Demonstrate networking skills for professional development.

Preparing for Industry Certification

- 101 Describe the process and requirements for obtaining industry certifications.
- 102 Identify testing skills/strategies for a certification examination.
- 103 Demonstrate ability to successfully complete selected practice examinations.
- 104 Successfully complete an industry certification representative of skills learned in this course.

Aaron C. Spence, Ed.D., Superintendent
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Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs, activities, employment, or enrollment, and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-33, 6-7, 7-48, 7-49, 7-57 and Regulations 4-4.1, 4-4.2, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, enrollment, counseling services, physical education and athletic, vocational education, instructional materials, extracurricular activities and employment.

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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