

Retail and Fashion Marketing

Course Credit	1.0
Grade Levels	9-12
Prerequisites	

Retail and Fashion Marketing is designed to provide students with an overview of retail and fashion marketing principles and practices. This course introduces students to the retail industry, including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, fashion industry economics, and an array of career opportunities. Standards are written in ways that encourage skill development in marketing segmentation and target marketing, product selection and buying, and inventory systems.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.

RETAIL AND FASHION MARKETING CONTENT STANDARDS

Each content standard completes the stem “*Students will...*”

Economics

1. Gather and share information on the scope of the fashion industry and the impact that it has on the economy.
 - a. Explain the concept of fashion and identify the different types of businesses that comprise the fashion industry.
 - b. Describe how fashion marketing concepts are applied locally, nationally, and internationally.
 - c. Describe the influence that economic, social, media, political, demographic, geographic, and psychological factors have had and currently have on fashion.
 - d. Discuss the influence of iconic figures and events on fashion.
2. Describe the economic impact of global trade on business decisions and operations.
 - a. Investigate the basic economic implications of domestic manufacturing versus foreign manufacturing.
 - b. Explain current retail trends driven by global trade.

Marketing

3. Discuss the marketing concepts used in retail and fashion merchandising.
 - a. Describe the effect marketing has on current and future trends in fashion.
 - b. Explain why fashion industry products and services are valuable to the customer.
 - c. Explain marketing functions and related activities as they apply to fashion merchandising.

Examples: product/service management, distribution, financing, pricing, marketing information management, promotion, selling
 - d. Explain the importance of marketing strategies utilized in the fashion industry.
 - e. Research connections between company actions and results.

Examples: influencing consumer buying behavior, gaining market share
 - f. Explain the purpose and processes of sales forecasting in fashion merchandising.
4. Research how leveraging the “four P’s” of marketing (Product, Price, Place, Promotion) can affect potential reach, revenue, and impact in the retail and fashion industries.

	<ol style="list-style-type: none"> 5. Evaluate and explain the effects of store layouts and merchandise presentation on customer behavior. <ol style="list-style-type: none"> a. Identify elements that influence store layouts. b. Identify types of fixtures used in presenting merchandise. <i>Examples: mannequins, shelving, lighting, seasonal displays</i> c. Explain the use of technology in visual merchandising. d. Contrast merchandising techniques and store layouts used by various types of retailers. <i>Examples: boutiques, department stores, big box stores, discounters, virtual</i> 6. Design a display for a specific store, season, and type of fashion. <ol style="list-style-type: none"> a. Research customer demographics for the selected retailer. b. Select merchandise, fixtures, lighting, and accessories for a marketing display.
Technology	<ol style="list-style-type: none"> 7. Gather and share information on the impact of technology on the fashion industry and merchandising. <ol style="list-style-type: none"> a. Describe the use of technology in selling and merchandising, citing specific examples. b. Investigate and report on emerging technology applications and Internet sites related to fashion marketing.
Information Management	<ol style="list-style-type: none"> 8. Analyze the impact of marketing information management on the fashion industry. <ol style="list-style-type: none"> a. Explain the importance of marketing information management to the fashion industry. b. Describe the use of technology in processing marketing data. c. Describe the different methods of conducting research and the characteristics of effective data-collection instruments. d. Explain the role of market segmentation in target marketing in the fashion industry. e. Describe the relationship between market research and product development and sales.
Product Planning	<ol style="list-style-type: none"> 9. Utilize pricing strategies to maximize return on merchandising efforts and meet customers' perception of value. <ol style="list-style-type: none"> a. Explain how customers see value in terms of price. <i>Examples: quality, performance, materials, wear, design</i> b. Explain how value is perceived when combining both price and non-price factors. c. Describe the role of business ethics in pricing. d. Explain the use of technology in the pricing function.

10. Research and explain the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.
 - a. Describe the use of technology in the product/service management function.
 - b. Explain the three main market segments of the fashion industry (primary, secondary, and tertiary).
 - c. Compare types of fashion retailers and their target markets, and categorize local, national, and international fashion retailers and market centers according to these types.
 - d. Describe factors used by marketers to position products and services and by businesses to position corporate brands.
11. Determine the factors to consider when developing a merchandise plan and budget for a business.
 - a. Differentiate between cost and retail when determining prices for merchandise.
 - b. Calculate gross profit and net profit.
 - c. Explain the components of the merchandise plan.
 - d. Explain the use of the "open-to-buy" concept to maintain the appropriate level and mix of merchandise.
12. Implement a plan for inventory management and computer product pricing, utilizing cost control methods.
 - a. Describe the importance of inventory control.
 - b. Examine the impact of internal and external shortage and shrinkage.
 - c. Describe the extent to which inventory control impacts profits.
 - d. Calculate markups, markdowns, and types of discounts.
 - e. Describe the impact of mispricing on profits.
13. Develop a fashion or retail promotion utilizing elements of the promotional mix.
 - a. Describe the use of technology in the promotion function.
 - b. Identify the elements of the promotional mix, including sales promotion, public relations and publicity, advertising, and personal selling.
 - c. Explain the importance of public relations and publicity in the fashion industry.
 - d. Describe the different types of media used in retail fashion advertising.

Examples: print, broadcast, online, specialty
 - e. Explain the importance of coordinating elements of advertising.

Promotion

	<p>14. Analyze and apply techniques needed for an effective sales presentation.</p> <ol style="list-style-type: none"> Obtain customer and product knowledge needed for an effective presentation. Utilize appropriate techniques when opening a sales presentation. Utilize questioning techniques in order to satisfy customers' needs and wants. Incorporate feature-benefit selling to increase the effectiveness of a sales presentation. Identify and resolve customers' questions and present possible solutions to customers' objections. Demonstrate methods for closing the sale. <p style="text-align: center;"><i>Examples: Always Be Closing (ABC) close, merchandise close, service close</i></p> <ol style="list-style-type: none"> Explain the importance of suggestive selling techniques.
Distribution	<p>15. Describe the processes needed to move, store, locate, and/or transfer ownership of goods in the fashion and/or retail industry.</p> <ol style="list-style-type: none"> Identify the channels of distribution in moving merchandise from manufacturers and wholesalers to retailers. Explain the role of wholesalers in the distribution channel. Describe main methods of transportation used in fashion and retail business activities and the situation in which each method would be most appropriate. <p style="text-align: center;"><i>Examples: surface, air, water, electronic</i></p> <ol style="list-style-type: none"> Describe ethical considerations in channel management. Coordinate channel management with other marketing activities.
Legal Issues	<p>16. Identify major laws that regulate and/or impact the fashion/retail industry.</p> <ol style="list-style-type: none"> Describe the provisions of laws that protect consumers. <p style="text-align: center;"><i>Examples: product labeling, product safety</i></p> <ol style="list-style-type: none"> Identify laws and agencies that regulate the fashion industry. <p style="text-align: center;"><i>Examples: laws banning price fixing, Sherman Antitrust Act; Federal Trade Commission</i></p> <ol style="list-style-type: none"> Identify key industry groups and the role each group plays in the fashion ecosystem.
Career Opportunities	<p>17. Describe career opportunities at various levels of the fashion and retail industry and identify appropriate career path credentials.</p> <ol style="list-style-type: none"> Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesale, and retail levels. Describe the aptitudes and skill requirements for sustaining a career in fashion marketing. Research postsecondary educational opportunities to prepare for a career in the fashion industry. List professional organizations in the field of fashion and describe their roles.