



Fashion Design Merchandising

COURSE DESCRIPTION

The Fashion Design Merchandising course is an introductory course that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill standards prepares the student in fashion merchandising with the fundamentals of: basic fashion concepts and marketing terminology, fashion cycles, key components of the fashion industry, retail merchandise categories, fashion promotion and fashion careers.

STRANDS

Recognize basic fashion concepts and terminology

Examine basics of fashion marketing

Demonstrate knowledge of the basics of the fashion movement

Discover key components of the fashion industry

Analyze forms of fashion retail and promotion

Explore the main segments of the fashion industry

Recognize the use of the principles and elements of design

Describe basic consumer finance options

Develop professional and interpersonal skills needed for success in the fashion industry

SKILL CERTIFICATION PERFORMANCE OBJECTIVES: Test #405

Analyze a retail store based on market segmentation

Identify apparel in its current location on the fashion cycle

Prepare an oral or written report on a fashion publication, social media site, or fashion career that has influenced the fashion industry

Create or analyze a promotion plan for a store or product

Identify how each design principle can be used to enhance a person's figure