

Fashion Design Merchandising

Course Description

The Fashion Merchandising course is an introductory class that teaches the concepts of entry-level business and fashion fundamentals. The following list of skill strands prepares the student in fashion merchandising in the fundamentals of basic fashion concepts and marketing terminology, fashion cycles, key components of the fashion industry such as fashion designers, fashion capitals and fashion week, retail merchandise categories, fashion promotion including advertising and social media, and fashion careers.

Priority Standards / CTE Strands

- Recognize basic fashion concepts and terminology.
- Examine the basics of fashion marketing and associated careers.
- Demonstrate knowledge of the basics of the fashion movement and associated careers.
- Discover key components of the fashion industry and associated careers.
- Analyze forms of fashion retail, promotion and associated careers.
- Explore the main segments of the fashion industry and associated careers.
- Describe basic consumer finance options and associated careers.
- Develop professional and interpersonal skills needed for success in the fashion industry.

Performance Skills

- Analyze a retail store based on market segmentation.
- Identify ten apparel pieces in their current location on the fashion cycle.
- Prepare an oral or written report on a fashion designer, fashion publication, social media site, or fashion career that has influenced and fashion industry.
- Create or analyze a promotion plan for a store or product: description of store, objectives-what you want to accomplish, schedule of events (special event, advertising, display, publicity, other), responsibility sheet–assign positions-who does what, budget, statement of benefits to the retail establishment.
- FCCLA Integration into the course.
- Develop professional and interpersonal skills needed for success in industry.

