



Standards Based Education

Priority Standards

## CTE Fashion Marketing

- PS 1 Develop a basic understanding of the history of fashion.
- PS 2 Understand fashion products and research.
- PS 3 Understand the concept of retailing positioning.
- PS 4 Understand the basics of fashion buying.
- PS 5 Understand how fabrics are made and the characteristics of different fabrics.
- PS 6 Understand the basics of successful selling.
- PS 7 Understand the basics of fashion promotion.
- PS 8 Understand the basics of fashion show production.
- PS 9 Understand how to find and get jobs in the fashion industry.
- PS 10 Understand the principles and elements of design.
- PS 11 Demonstrate effective leadership and communication skills to be successful  
in the business world.
- PS 12 Identify the steps in a business and a marketing plan.
- PS 13 9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9–10 texts and topics.
- PS 14 9-10.RST.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
- PS 15 9-10.WHST.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.

PS 16 9-10.WHST.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism following a standard format for citation.