

YOSEMITE REGIONAL OCCUPATIONAL PROGRAM

ADVANCED FASHION MERCHANDISING

CBEDS Code: 4410

JOB TITLES

DOT NO.

Course description:

This course is designed to allow students to expand on previously acquired skills in the fashion industry while learning new skills. Students will understand the fashion industry through the knowledge of business communications/relations, job seeking skills, customer service, professional selling, fashion and interior design, visual merchandising/display, marketing fashion, management skills, marketing math, distribution, careers in the industry, field trip and participation in community classroom/cooperative education.

Recommend Prerequisites: Fashion Merchandising

DURATION: 360 hours

CREDIT: 10 Units/Semester

RECOMMENDED GRADE LEVEL: 11th, 12th graders and Adults

REQUIRED FOR GRADUATION: No

MEETS UNIVERSITY OF CALIFORNIA ENTRANCE REQUIREMENTS: No

MEETS CALIFORNIA STATE UNIVERSITY REQUIREMENTS: No

ARTICULATED WITH POSTSECONDARY INSTITUTIONS:

INSTRUCTIONAL MATERIALS

Basic Text:

Fashion!, Goodheart-Wilcox Publishers, 2012 or latest edition

The World of Fashion Merchandising, Wolf, Mary, Goodheart-Wilcox Publisher, 1998

Supplementary Text(s):

Color with Style, Fujii, Donna; Graphic-Sha Publisher, 1992

Fashion Merchandising, Stone, Elaine, McGraw/Hill, 1990

Clothing: Image and Impact, Second Edition, Johnson, South-Western Publishing Company, 1990

Interior Design: A Space Planning Kit, Paul I. Wallach, South-Western Publishing Company, 1983

Fabric Science, Pizzuto, Joseph, Fairchild, 2009

Marketing Essentials, Farese, Kimbrell, Woloszyk/Clencoe, 1991

Publications/Magazines: Women's Wear Daily, Vogue, W, Elle, M

Instructional Content

Instruction will include:

Student Outcomes

At the end of instruction, the student will be able to:

HoursCL=Classroom
CC=Comm. Class

1. Business Communications/Relations 1. Define primary elements of communication. 2. Demonstrate listening skills and their impact on communication. 3. Define personal traits and skills that are important in relationships.	Goal: The student will understand business communications/relations A. Describe six primary elements of communication. B. Demonstrate how to use listening skills to improve their understanding. C. Describe the personal traits and skills that are important in all relationships.	CTE A2.2	Anchor/CR 1.0 2.1 2.3 3.1 3.2 7.7 8.1 8.3 8.4 9.1 9.2 10.15 10.16 CR 1,2,3,7, 8,9,and 12	CL	CC *
2. Job Seeking Skills 1. Define viable employment skills needed in the fashion industry. 2. Develop and monitor a mock interview session. 3. Support student contact with industry employers.	Goal: The student will demonstrate knowledge in job search and acquisition skills. A. Refine employment skills that apply to a career in the fashion industry. B. Complete an interview session in class. C. Meet and interview with prospective fashion industry employers	A2.1 A3.2 A3.4 A9.2 A10.2 A10.4 A2.1 A2.2.	1.0 2.1 2.3 2.5 2.6 2.7 3.1-3.9 4.1 4.2 5.1-5.4 6.2 8.7 CR 1,2,5,6, 7, and 11	20-30	10-20
3. Customer Service 1. Demonstrate customer communication using product knowledge. 2. Demonstrate good communication skills when handling customer questions and objections.	Goal: The student will understand customer service. A. Learn to communicate with customers using product knowledge. B. Learn to handle customer questions and objections through oral communication.	A2.1 A3.3 A6.1 A9.1 A9.7 A7.1 A92-A9.6	1.0 2.1-2.7 4.1 4.3 4.6 5.1-5.4 6.2 6.5 6.6 7.2 7.7 8.1 8.3 9.2 9.5 CR 1,2,4,5,7, and 9	20-30	*
4. Professional Selling 1. Define traits and skills important to sales. 2. Demonstrate procedures to open and close a sale. 3. Identify techniques that build customer loyalty	Goal: The student will understand and demonstrate sales skills. A. Develop and learn the traits and skills of a successful salesperson. B. Demonstrate the steps of the sales process from approach to closing the sale. C. Demonstrate how to use follow-up activities and suggestive selling to build customer loyalty. D. Demonstrate how professional selling contributes to inventory control and loss prevention.	A9.1-A9.7	1.0 2.1 2.3 5.1 5.4 8.2 8.3 8.4 10.2 10.4 11.1 CR 1,2,4,5, and 9	30-40	*

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8. Marketing Fashion	Goal: The student will understand Marketing Fashion	CTE	Anchor/CR	CC	CL
1. Arrange classroom presentations by fashion industry representatives. 2. Discuss available public documents on market analysis and <u>economic</u> review. 3. Demonstrate effective customer service skills.	A. Identify the goals of a marketing concept. B. Distinguish between a sales and market-oriented business. C. Demonstrate knowledge of the four "Ps" of the marketing mix in a written exercise.	A9.1- A9.7	1.0 2.1-2.7 3.6 4.1-4.6 5.1 5.4 7.4 7.8 8.3 8.6 9.2 9.4 9.5 10.1 10.4 CR 1,2,5 and 10	40-50	10-20
9. Management Skills	Goal: The student will understand management styles and functions	A2.2 A3.1- A3.5	1.0 2.1-2.7 3.2 3.4 3.6 3.8 4.1-4.6 5.1 5.4 7.1-7.7 8.1-8.7 9.2 9.3 9.6 10.14 11.1 CR 1,2,5, and 12	40-50	10-15
10. Marketing Math	Goal: The student will understand principles of Marketing Math	A2.3 A3.2 A8.5 A8.10 A11.4	1.0 4.1 4.2 4.3 5.3 8.4 9.7 10.1 10.4 11.1 CR 1,2,5,12 and 6	40-50	10-20
11. Distribution	Goal: The student will understand distribution.	A9.2 A11.1 A11.2 A11.3 A11.4 A11.5	1.0 2.3-2.6 4.1 4.3 5.2 5.3 6.1-6.7 8.1-8.7 10.2 CR 1,2,5, 9 And 12	30-40	10-15
1. Develop criteria to exhibit math skills for a fashion buying project. 2. Demonstrate the basic calculations for mark-up and discounts. 3. Define pricing strategies.	A. Demonstrate the use of math skills in a written fashion buying project. B. Demonstrate basic mark-up and mark-down calculations and discounts. C. Demonstrate knowledge of basic pricing strategies through group projects.				
1. Describe management levels within the fashion industry. 2. Discuss the functions of management. 3. Identify effective management methods. 4. Describe management through a rewards system.	A. Identify three levels of management and how they relate to the fashion industry. B. Explore the three main <u>functions</u> of <u>management</u> through oral exercises. C. Students will demonstrate eight methods of becoming an effective manager. D. Students will describe seven ways to manage through a rewards system.				
1. Discuss physical distribution in the fashion industry. 2. Identify transportation systems and services.	1. Exhibit knowledge of physical distribution in the fashion industry. 2. Identify transportation systems and give examples of transportation services.				

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12. Careers	Goal: The student will explore careers within the fashion industry	CTE A1.6 A3.4	Anchor/CR 1.0 3.1-3.9 5.1 7.1-7.8 8.3 10.2 10.4 11.1-11.5 CR 1,2,3,4,6,7, 8 and 11	CC 20-30	CL 10-20
1. Define careers within the fashion industry. 2. Discuss career direction and timing. 3. Assist students with job search and development of career leads.	A. Learn how to build a career in fashion from planning to managing the direction and timing of their career. B. Conduct a job search and develop career leads.	A1.1 A1.2 A9.2 A9.4	1.0 2.6 3.4 6.2 10.1 10.4 11.1 CR 1,2,7,9,and 11		*
14. Community Classroom/Cooperative Education 1. Recruit business/industry to host student's for on-the-job training. 2. Monitor student's following state mandated guidelines	Goal: The student will develop workplace skills by participating in on-the-job training at one or more local businesses.	A2.1-A2.4 A9.1-A9.7 A11.1- A11.5	1.0 2.1 2.6 3.4 5.1-5.4 6.1-6.7 7.2-7.7 8.3-8.5 8.7 9.2 9.4 9.6 9.7 10.4 10.6 11.1 11.2 11.5 CR 1-12		*