Fashion Merchandising

Fashion Merchandising is a one-credit course for students who are interested in the fashion and retail industry. Content provides opportunities for students to explore factors related to the retail industry, examine structure and organization of fashion business operations, study merchandising techniques, utilize technology in fashion merchandising, and explore career options in fashion and retail industries.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Retail Industry

Students will:

1. Explain the impact of globalization on the fashion industry.
2. Critique design and buying centers of the fashion industry.
3. Assess the impact of fashion cycles on the fashion industry.
5. Interpret fashion styles and trends as they relate to a designer’s line.
6. Analyze consumer behavior and attitudes toward shopping in relation to the retail industry.
7. Analyze the cycling process of forecasting, planning, and buying for the retail industry.

Fashion Business Operations

8. Compare the structure and organization of various retail operations, including factors related to customer service, safety, and security in the fashion industry.

9. Describe factors to consider when preparing financial and merchandise assortment buying plans.
   • Identifying divisions within companies of apparel manufacturers and retailers

10. Interpret effects of security and inventory control strategies, cash and credit transition methods, laws, and worksite policies on loss prevention and store profit.

11. Describe principles and practices involved with human resource management in the retail industry.

12. Assess ways technology impacts fashion design, apparel distribution, and marketing.

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13. Describe various merchandising techniques used in retail operations.

14. Evaluate various store layout designs, including types of merchandise displayed within each type of layout.

15. Explain the importance of visual merchandising, advertising, and special events to retail sales.

16. Compare factors that determine the price of products sold in the fashion industry.

17. Evaluate principles of marketing and the importance of the marketing mix to a retail operation. 
   Examples: price, promotion, product, place, television, print, radio, Internet

18. Explain methods used by the fashion retailer to determine products to be marketed, including product planning.

19. Determine research strategies used by manufacturers and retailers to help with market segmentation.

   Examples: Internet shopping, catalogs