

Practicum in Fashion (2015)

General requirements. This course is for students in Grades 11 and 12. Prerequisite: Fashion Design II and Fashion Design II Lab. Students shall be awarded two credits for successful completion of this course. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills. **A**

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Introduction. **B**

- 1** Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions. **B.1**
- 2** The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services. **B.2**
- 3** Careers in fashion span all aspects of the textile and apparel industries. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced technical understanding of the business aspects of fashion, with emphasis on promotion and retailing. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. **B.3**
- 4** Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations. **B.4**

5 Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples. B.5

Knowledge and skills. C

1 The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: C.1

- A identify and participate in training, education, or certification to prepare for employment; C.1.A
- B identify and demonstrate professional standards and personal qualities needed to be employable such as self-discipline, self-worth, positive attitude, integrity, and commitment; C.1.B
- C demonstrate skills related to seeking and applying for employment to find and obtain a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills; C.1.C
- D maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; C.1.D
- E demonstrate skills in evaluating and comparing employment opportunities; and C.1.E
- F examine employment opportunities in entrepreneurship. C.1.F

2 The student applies academic knowledge and skills in fashion, textile, and apparel projects. The student is expected to: C.2

- A apply English language arts knowledge by demonstrating skills such as correct use of content, technical concepts, vocabulary, grammar, punctuation, and terminology to write and edit a variety of documents; and C.2.A
- B apply mathematics knowledge and skills such as using whole numbers, decimals, fractions, and knowledge of arithmetic operations. C.2.B

3 The student implements advanced professional communications strategies. The student is expected to: C.3

- A adapt language for audience, purpose, situation, and intent; C.3.A
- B organize oral and written information; C.3.B
- C interpret and communicate information, data, and observations; C.3.C
- D deliver formal and informal presentations; C.3.D
- E apply active listening skills to obtain and clarify information; C.3.E
- F communicate with diverse individuals; and C.3.F
- G exhibit public relations skills to increase internal and external customer/client satisfaction. C.3.G

4 The student implements advanced problem-solving methods. The student is expected to: C.4

- A employ critical-thinking skills independently and in groups; and C.4.A
 - B employ interpersonal skills in groups to solve problems. C.4.B
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5 The student implements advanced technology applications. The student is expected to use personal information management, email, Internet, and industry programs for fashion, textiles, and apparel projects. C.5

6 The student implements advanced knowledge of fashion, textile, and apparel systems. The student evaluates the history of the fashion, textiles, and apparel field. The student is expected to compare fashion history relative to current fashions trends. C.6

7 The student applies safety regulations. The student is expected to implement personal and workplace safety rules and procedures. C.7

8 The student implements leadership characteristics in classroom and professional settings. The student is expected to: C.8

- A employ leadership skills to accomplish collective goals; C.8.A
 - B employ practices for effective working relationships such as providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; C.8.B
 - C conduct and participate in meetings using parliamentary procedure; and C.8.C
 - D employ mentoring skills to inspire others. C.8.D
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9 The student applies ethical decision making and complies with legal practices related to fashion, textiles, and apparel. The student is expected to: C.9

- A exhibit ethical conduct; and C.9.A
 - B apply copyright laws. C.8.B
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10 The student implements technical skills for efficiency. The student is expected to employ planning and time-management skills to complete work tasks. C.10

11 The student describes fundamentals of fashion buying. The student is expected to: C.11

- A explain processes for retail buying; C.11.A
- B identify wholesale market resources; C.11.B
- C compare various apparel markets; C.11.C
- D analyze how timing and pricing of fashion apparel and accessories are determined; C.11.D
- E analyze the price of a fashion product; C.11.E
- F describe various types of retail outlets; C.11.F
- G describe how offshore sourcing impacts fashion retailing; and C.11.G
- H compose a scenario plan for retail pricing, sales, inventory, and purchasing. C.11.H

12 The student describes the relationship between marketing and the fashion industry. The student is expected to: C.12.

- A explain the marketing concept; C.12.A
- B relate marketing functions to the fashion industry; C.12.B
- C explain how each component of the marketing mix contributes to successful fashion marketing; C.12.C
- D explain the importance of target markets; C.12.D
- E describe advantages and disadvantages of market segmentation and mass marketing; C.12.E
- F research trends and emerging technologies affecting fashion marketing; C.12.F
- G determine examples of niche marketing; C.12.G
- H describe cultural and societal influences on the fashion market; and C.12.H
- I describe how international marketing has affected the fashion industry. C.12.I

13 The student develops, implements, and evaluates a promotional plan. The student is expected to: C.13

- A identify components of the promotional mix such as advertising, visual merchandising, and personal selling; C.13.A
- B demonstrate visual merchandising techniques for fashion goods, services, or ideas; C.13.B
- C analyze a promotional plan for effectiveness; C.13.C
- D describe deceptive practices in fashion promotion; and C.13.D
- E employ ethical practices in promotional activities. C.13.E

14 The student applies marketing techniques when assisting with promotional activities. The student is expected to: C.14

- A describe various types of business promotion strategies; C.14.A
- B classify types of customers and their motives for buying textile and apparel products; C.14.B
- C describe roles of public relations and publicity in product promotion; C.14.C
- D explain the use of promotional activities to market textile and apparel products and services; C.14.D
- E plan special fashion events such as fashion shows, trunk shows, retail shows, and educational events; C.14.E
- F create and develop a fashion show theme; C.14.F
- G develop a scale drawing to illustrate fashion show sets and staging; C.14.G
- H describe all fashion show responsibilities; and C.14.H
- I write press releases to publicize promotional activities. C.14.I

15 The student creates product displays using the principles of design. The student is expected to: C.15

- A identify components used in developing displays; C.15.A
- B determine ways in which design elements and principles are used in the creation of displays; C.15.B
- C describe types and uses of interior and exterior displays; and C.15.C
- D create window or other displays of fashion and apparel products. C.15.D

16 The student demonstrates effective customer service. The student is expected to: C.16

- A determine factors that promote quality customer relations; C.16.A
- B evaluate the impact of cultural diversity on customer relations; C.16.B
- C exhibit skills needed for effective customer service; C.16.C
- D create solutions to specific customer issues; and C.16.D
- E examine the role of selling fashion products in retail. C.16.E

17 The student identifies wholesale settings. The student is expected to: C.17

- A analyze motives for consumer fashion purchases; C.17.A
- B describe qualities of an effective salesperson; C.17.B
- C apply appropriate fashion vocabulary in selling situations; and C.17.C
- D demonstrate effective sales techniques from customer approach to closure. C.17.D

18 The student summarizes important business procedures in fashion retailing. The student is expected to: C.18

- A explain methods a business uses to control risks such as surveillance, safety training, and loss control; C.18.A
- B explain the use of inventory information such as preparing financial reports and making buying decisions; C.18.B
- C demonstrate cash and credit transaction methods; C.18.C
- D analyze data used to make accurate forecasts; C.18.D
- E demonstrate knowledge of the fashion buying process such as preparing a buying plan, completing purchase orders, and processing invoices; C.18.E
- F examine operational costs such as markup, markdown, cash flow, and other factors affecting profit; and C.18.F
- G demonstrate procedures for reporting and handling accidents, safety, and security incidents. C.18.G