

MODULE FAS2140: FASHION MERCHANDISING

Level: Intermediate

Theme: Merchandising

Prerequisite: None

Module Description: Students learn policies and techniques used by retail operations to sell fashion.

Module Parameters: No specialized equipment or facilities.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> describe key terms as they relate to the merchandising of fashion 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> concept test consisting of terms used in merchandising of fashion. <p><i>Assessment Tool</i> <i>Sample Test: Fashion Merchandising, FAS2140-1</i></p> <p><i>Standard</i> <i>50% answered correctly</i></p>	15
<ul style="list-style-type: none"> explain advantages and disadvantages of current fabrics/textiles 	<ul style="list-style-type: none"> textile research in which the student compares a minimum of five current fabrics/textiles in terms of: <ul style="list-style-type: none"> – fibre content – cost – comfort – resiliency. – durability – care – uses <p><i>Assessment Tool</i> <i>Textile Research, FAS2140-2</i></p> <p><i>Standard</i> <i>A minimum performance rating of 2 in each applicable area of assessment</i></p>	20
<ul style="list-style-type: none"> identify merchandising policies used by retailers to attract specific customers identify specific “auxiliary services” tailored for the fashion business 	<ul style="list-style-type: none"> merchandising policy project in which the student outlines the merchandising policy for a specific target market. <p><i>Assessment Tool</i> <i>Fashion Merchandising: Policy and Auxiliary Services, FAS2140-3</i></p> <p><i>Standard</i> <i>A minimum performance rating of 2 in each applicable area of assessment</i></p>	55

MODULE FAS2140: FASHION MERCHANDISING (continued)

Concept	Specific Learner Expectations	Notes
Elements and Principles	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define merchandising and its application to the fashion industry • explain target market and describe in terms of demographics and psychographics • describe merchandising policies according to: <ul style="list-style-type: none"> – fashion cycle – quality – price – depth and breadth – brand. 	Refer to Management and Marketing strand for definitions of merchandising, demographics, psychographics and merchandising policies.
Planning and Preparation	<ul style="list-style-type: none"> • describe a specific target market • outline and plan a merchandising policy for the target market. 	
Portfolio/Career Exploration	<ul style="list-style-type: none"> • produce a portfolio of ongoing work • identify and describe related careers and opportunities. 	Fashion merchandising services, fashion magazines, broadcast media, trade publications, advertising and public relations agencies, consultant and market research groups.

