

**The Art Institute of Seattle**  
***Fashion Marketing***  
**Exit Competencies**

**Competencies a student will possess at the end of the Program:**

A student will be able to:

1. Identify the importance of fashion, what constitutes the fashion business, and terminology of fashion.
2. Identify the different factors including the fashion cycle, consumer buying cycle, factors including.
3. Explain what influences fashion and how new fashion begins.
4. Explore the role of the textile industry and impact on current trends.
5. Compare and contrast natural and synthetic fiber/fabric characteristics in terms of appropriate end uses.
6. Analyze fabric construction, coloring and finishes to aid in best selection for end products.
7. Identify fiber, yarn, fabric, and finish characteristics through various testing methods.
8. Examine retail business categories, merchandise classifications and practices.
9. Identify the consumer market and distinguish buying behavior.
10. Contrast and compare demographics for use in location appraisal.
11. Analyze and integrate advertising, publicity and promotion.
12. Examine how marketing is practiced in the world today with emphasis on our free enterprise system.
13. Explain how markets are identified and segmented.
14. Identify product development, the movement of products through distribution channels, the functions of middlemen, and the complexities of physical distribution.
15. Explain the impact of pricing and the pricing strategies and practices used in the marketing function.
16. Compute a skeletal profit and loss statement.
17. Apply the basic mathematical concepts by solving merchandising problems.
18. Define the terminology practiced in retailing today.
19. Demonstrate stock to sales ratios, turnover, reductions, purchases and open to buy, by completing a six months merchandise plan.
20. To successfully conceive, plan and produce effective merchandise displays by working with other students in a group effort, under the supervision of the instructor.
21. Identify how to enter and develop a career in sales.
22. Assess and display appropriate behavior and attire for industry related positions.
23. Develop and display personal selling skills.

24. List and demonstrate the components of a sales presentation.
25. Compare and contrast customer behavior and motivation.
26. Identify primary types of business structures (proprietorship, partnership, joint venture, corporation) and evaluate general strengths and/or weaknesses of same.
27. Analyze management and organizational operations as they relate to fiscal and human resource issues.
28. Create and apply various "tools" typical to business operations, including ledgers, balance sheets, *proformas*, invoices, etc.
29. Prepare a one-week work schedule for employees of a retail store.
30. Distinguish between lawful and unlawful labor practices.
31. Plan an interview session and assess hiring status.
32. Analyze employee performance and write a performance appraisal.
33. Compare different behavior styles in order to determine coaching and counseling methods.
34. Explain why management is needed, describe what management is and how it differs by levels, discuss the five functions performed by managers, explain the four basic skills required of managers.
35. Explain varying levels of planning, differentiate among policies, procedures and rules; explain the decision making process.
36. Explain planning, discuss setting performance objectives, identify five steps of management by objectives.
37. Explain the five components of communications, identify the three basic flows of communication, define and illustrate action listening.
38. Differentiate between the leader; controlled and group controlled meeting, describe the active role of the supervisor in a meeting, discuss the principles of a presentation.
39. Explain the process of employee selecting, training, appraising, demonstrate an understanding of EEO.
40. Conceive a small retail store and prepare the financials; start up costs, sales plan, profit and loss projections, balance sheet, cash flow projections, to coordinate with a marketing plan.
41. Demonstrate his/her knowledge and understanding of the financials and operational factors of a retail business by completing a plan for a small retail store. Students prepare the business in conjunction with Marketing II.
42. Gather secondary information about the chosen business, so that the students can make informed decisions to be included in the marketing plan.
43. To do primary informational research through interviews and a survey on which to base marketing strategies.
44. Successfully organize the information collected so that it provides a sound basis for the analysis of the business, market identification, site choice and marketing strategies.

45. Coordinate the marketing efforts of the business with the financials so that a cohesive plan is developed.
46. Compare and contrast the major merchandise classifications in terms of special needs, content, trends and how they all interrelate.
47. Analyze sales reports and determine action to be taken based on their findings.
48. Format a six-month merchandise plan, including monthly and total sales, BOM (beginning of the month) inventory, reductions and purchases.
49. Design and use an inventory database.
50. Demonstrate the use of the word processor by writing a letter of application.
51. Demonstrate a working knowledge of microcomputer systems.
52. Gain an awareness of buying practices, techniques and skills necessary to operate a profitable business, through participation in weekly case studies.
53. Developing the skill to complete a six month merchandising plan, open to buy and assortment plan to demonstrate this ability in assigned projects.
54. Prepare, interpret and explain a six month's merchandise plan.
55. Analyze a fashion department in terms of classification, sub-classification, sizes, colors, prices, fabrics for the purpose of evaluating stock balance to meet anticipated consumer demand.
56. Exhibit and verify retail inventory figures and make corrections when necessary.
57. Demonstrate understanding of the usage of retail forms (markdown, transfers, R.T.V., purchase journal) through correct detailing of them according to supplied information.
58. Evaluate a department's performance for a give period using a variety of merchandising reports and develop strategies to improve department efficiency.
59. Analyze a client interview for advertising analysis.
60. Identify and differentiate between print and electronic media headline styles.
61. Write marketing proposal for an e-commerce business.
62. Identify the key elements of effective home page design.
63. Create effective e-commerce promotion plans.
64. Differentiate between product positioning and unique selling propositions.
65. Construct an advertising analysis for a current product line and list and identify the appeal approach and formats of contemporary advertising strategies.
66. Complete an integrated business plan as a portfolio capstone.
67. Construct a detailed analysis of current employment possibilities.
68. Build a professional resume, cover letter, and business card.
69. Design a portfolio display that integrates form, function and content into a 3 dimensional trade show style display.