

**Goodheart-Willcox Publisher**  
**Correlation of Fashion Marketing & Merchandising ©2019**  
**to North Carolina Department of Education**  
**Course: NCCTE MI21 Fashion Merchandising (Grades 9–12)**



Standards		Correlating Text Pages
<b>NCCTE.2015.MI21 - Fashion Merchandising</b>		
<b>NCCTE.2015.MI21.01.00 Understand the fundamentals of the fashion industry.</b>		
NCCTE.2015.MI21.01.01	Understand the progression of fashion.	2, 4, 7, 26, 104, 166, 179-183, 524-545
NCCTE.2015.MI21.01.02	Understand the basics of textile fabrics and finishes.	98, 06-107, 114-115, 120, 125-129, 131
NCCTE.2015.MI21.01.03	Understand the categories of fashion merchandise.	174-176, 223-224, 306-307, 211-317
<b>NCCTE.2015.MI21.02.00 Understand the fashion merchandising process.</b>		
NCCTE.2015.MI21.02.01	Understand the role of distribution in the fashion industry.	23-24, 74-76, 82-85, 228-232, 366-372, 410-411, 450-455
NCCTE.2015.MI21.02.02	Understand the preparation of fashion merchandise buying plans.	23-24, 228-232
NCCTE.2015.MI21.02.03	Understand fashion merchandise buying.	306, 308, 308 (Figure 15.1), 311, 313, 314, 316, 317
NCCTE.2015.MI21.02.04	Understand the global nature of fashion.	20-26, 77-79
<b>NCCTE.2015.MI21.03.00 Understand fashion trends and forecasting.</b>		
NCCTE.2015.MI21.03.01	Understand the use of data in fashion forecasting.	400-41, 412-420
NCCTE.2015.MI21.03.02	Understand the use of technologies in fashion merchandising and marketing.	135, 173-175, 218-233, 279, 550-558, 568-572
<b>NCCTE.2015.MI21.04.00 Understand the marketing of fashion.</b>		
NCCTE.2015.MI21.04.01	Understand the fashion retail elements of marketing.	48, 77, 78, 188, 26, 262, 263, 265, 267, 268, 317
NCCTE.2015.MI21.04.02	Understand pricing strategies in the fashion industry.	38, 198, 270-271, 406-408, 412-420
<b>NCCTE.2015.MI21.05.00 Understand the selling of fashion.</b>		
NCCTE.2015.MI21.05.01	Understand the impact of customer service in the fashion industry.	279, 354-359, 424-434, 435



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18604 West Creek Drive • Tinley Park, IL 60477-6243

Web [www.g-w.com](http://www.g-w.com)  
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Standards		Correlating Text Pages
NCCTE.2015.MI21.05.02	Understand retail selling processes the fashion industry.	253, 263, 306, 385-394
<b>NCCTE.2015.MI21.06.00</b>	<b>Understand the promotion of a fashion image.</b>	
NCCTE.2015.MI21.06.01	Understand the promotional messaging of fashion.	227-228, 278, 448, 450-458, 460-467, 471
NCCTE.2015.MI21.06.02	Understand visual merchandising and display techniques of fashion.	476, 478, 479, 481, 483-484, 487-491, 493-495
NCCTE.2015.MI21.06.03	Understand promoting a fashion image through special events.	501, 509, 511, 512, 515, 516, 521
NCCTE.2015.MI21.06.04	Understand the steps of fashion promotion.	448, 450-458