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Goodheart–Willcox Publisher Correlation of Fashion Marketing & Merchandising ©2019 to Precision Exams Fashion Design Merchandising (415)		
STANDARD		CORRELATING PAGES
Standard 1: Students will recognize basic fashion concepts and terminology.		
1.1	Review fashion terms.	13–16
1.2	Identify fashion products.	56–57, 60–63
Standard 2: Students will examine the basics of fashion marketing.		
2.1	Define the following marketing terms: marketing, marketing concept, target market, market segmentation, fashion merchandising	47, 48, 51, 74, 239
2.2	Describe the 4 Ps of marketing (product, price, place, promotion).	48–50
2.3	Describe the 4 methods of market segmentation (demographics, geographics, psychographics, and behavioral).	68–69, 74–77
2.4	Describe the 6 marketing functions (pricing, promotion, product/service management, marketing information management, distribution, selling).	228–232, 410–411, 366–372, 450–455
2.5	Identify careers in the fashion merchandising industry (advertiser, promoter, etc.).	455–456, 468–469, 585, 587 (Figure 26.11)
Standard 3 Students will demonstrate knowledge of the basics of the fashion movement.		
3.1	Define the following fashion terms: fashion movement and fashion leaders.	20
3.2	Review the stages of the fashion cycle.	23–26
3.3	Describe the theories of the fashion movement (trickle down, trickle up, trickle across).	21–23
3.4	Identify careers in the fashion merchandising industry (trend forecaster, fashion photographer, etc.).	341, 585, 587 (Figure 26.10, Figure 26.11)



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Standard 4		
Students will discover key components of the fashion industry.		
4.1	Identify factors that contributed to the development of the apparel industry (history, politics, economics, and media).	5, 12–13, 33
4.2	Identify key fashion centers in the U.S. (New York, LA, Miami, Chicago) and around the world (Milan, Paris, London, Tokyo). Note: The emphasis in merchandising is on the US centers, the world capitals are a review.	174–179
4.3	Identify and describe major trade publications, fashion magazines, Internet sites, and social media.	67–68, 371, 472–473
4.4	Identify key fashion designers and their contributions: Giorgio Armani, Coco Chanel, Christian Dior, Dolce and Gabanna, Tom Ford, Marc Jacobs, Donna Karan, Calvin Klein, Karl Lagerfeld, Ralph Lauren, Yves St. Laurent, Levi Strauss, Versace (Gianni and Donnatella), Dian von Furstenberg, Michael Kors, Lois Vuitton, and Vera Wang.	179–184
4.5	Identify careers in the fashion merchandising industry (designer, blogger, fashion journalists, etc.)	585, 587 (Figure 26.11)
Standard 5		
Students will analyze forms of fashion retail and promotion.		
5.1	Describe the following types of fashion retailing: department stores, flagship stores, specialty stores, boutiques, chain stores, designer stores, outlets, discount stores, mail order houses, online and television retailers.	241–256
5.2	Demonstrate knowledge of fashion promotion including advertising, publicity, sales promotion, personal selling, and visual merchandising.	278, 450–469
5.3	Demonstrate knowledge of business marketing strategies: hang tags, logos, slogans, trademarks, and copyright.	168, 217–218, 467, 468, 490–491



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5.4	Identify careers in the fashion merchandising industry (visual merchandiser, buyer, etc.).	585–587 (Figure 26.10, Figure 26.11)
Standard 6 Students will explore the main segments of the fashion industry.		
6.1	Describe the primary market in the fashion industry.	48, 58, 262
6.2	Describe the secondary market in the fashion industry.	48, 56–59, 96–139, 190–208, 262
6.3	Describe the tertiary market in the fashion industry and the types of fashion businesses (sole proprietorship, partnership, and corporation).	42–46, 48, 238–256, 262
6.4	Students will recognize categories in the retail market (men’s, women’s, juniors, children, and home décor).	288–304
6.5	Identify careers in the fashion merchandising industry (entrepreneur, store manager, etc.).	586–589
Standard 7 Students will understand skills to help them be smart shoppers and make good purchases.		
7.1	Reassess elements of design (line, shape, texture, color, and pattern).	144–154
7.2	Reassess color theory (color wheel, hue, value, intensity, and color schemes).	144–150
7.3	Reassess the principles of design (balance, emphasis, rhythm, proportion, and harmony).	154–158
7.4	Identify careers in the fashion merchandising industry (personal stylist, set designer, etc.).	585, 587 (Figure 26.11)
Standard 8 Students will discover key components of the fashion industry.		
8.1	Define POS (point-of-sale).	84
8.2	Develop skills necessary to identify garment quality.	134–135, 214–216
8.3	Identify the various payment options available to consumers (cash, credit, and layaway).	395, 434–439
8.4	Define the credit terms (credit limit, credit rating, 30-day charge account, revolving charge account, and installment plan).	437–438



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8.5	Identify careers in the fashion merchandising industry (garment inspector, sales, etc.)	585, 587 (Figure 26.11)
Standard 9 Students will discover key components of the fashion industry.		
9.1	Identify soft skills needed in the workplace.	355–361, 588
9.2	Identify hard skills needed in the workplace.	589–593
9.3	Apply hire–ability skills needed to gain employment.	588–594