



# Goodheart–Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

| <b>Goodheart–Willcox Publisher Correlation of<br/>Fashion Marketing &amp; Merchandising ©2019<br/>to Precision Exams<br/>Fashion Design Merchandising, Advanced (406)</b> |  |                              |
|---|--|------------------------------|
| STANDARD  |  | CORRELATING PAGES            |
| <b>Standard 1:<br/>Students will have a basic understanding of the history of fashion.</b>  |  |                              |
| 1.1   | Identify early history of clothing.  | 2, 4–7, 104                  |
| 1.2   | Name some influential people in fashion history  | 179–183                      |
| 1.3   | Identify specific styles in the 20 <sup>th</sup> century.  | 26                           |
| <b>Standard 2:<br/>Students will understand fashion products and research.</b>  |  |                              |
| 2.1   | Define the following marketing terms: rag trade, product mix, product assortment, market research, survey method, observation method, experimental method, focus group merchandise information system.   | 48, 77, 78, 188, 268, 317    |
| 2.2   | Describe methods used to do market research.   | 77–79                        |
| 2.3   | Explain market segmentation and target market research.  | 48, 74–77                    |
| <b>Standard 3<br/>Students will understand the concept of retailing positioning.</b>  |  |                              |
| 3.1   | Define the following terms: retail positioning, merchandising policies, operational policies, buying motives, product motives, patronage motives, direct competition, indirect competition, vertical competition, lifestyle competition, ambiance. | 260, 262, 263, 264, 265, 267 |
| 3.2   | Define the following terms about product strategy: assortment breadth, assortment depth.   | 268                          |
| 3.3   | Define the following terms about pricing strategy: prestige pricing, price promoting.  | 270–271                      |
| 3.4   | Explain place strategy in terms of: site location, types of store clusters, market   | 223–224, 241–248, 276–278    |



# Goodheart–Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

|   |   |  |
|---|---|--|
|   | coverage, facilities design, store exterior, store interior.  |  |
| <b>Standard 4</b><br><b>Students will understand the basics of fashion buying.</b>                                      |   |  |
| 4.1   | Explain the role of a fashion buyer.  | 23–24  |
| 4.2   | Describe the merchandise planning function.   | 308  |
| 4.3   | Define the following terms: design center, fashion weeks, haute couture, couturiers, buying center, market weeks, mart.   | 174, 175, 176, 223, 224                              |
| 4.4   | Define the following terms: merchandising cycle, departmental buying, classification buying, stock turnover, buying plans, stock-to-sales ratio, open-to-buy (OTB), assortment plan, stock-keeping unit (SKU), specification buying, and vendor-managed inventory (VM). | 306, 308, 308 (Figure 15.1), 311, 313, 314, 316, 317 |
| 4.5   | Identify ways of obtaining internal and external information when planning to buy.  | 308–311  |
| 4.6   | Describe what happens at market weeks and trade shows.  | 330–331, 333–334                                     |
| 4.7   | Identify some advantages of market weeks for buyers.  | 331–333  |
| 4.8   | Identify the major domestic market centers and what they are known for.   | 336–339  |
| 4.9   | Define the following terms: purchase order, advance orders, reorders, back orders, open order, special orders, blanket orders, approval buying.   | 347, 349   |
| <b>Standard 5</b><br><b>Students will understand how fabrics are made and the characteristics of different fabrics.</b> |   |  |
| 5.1   | Define: cellulosic fibers, protein fibers, staple fibers, filaments.  | 98   |
| 5.2   | Define: cellulosic manufactured fibers, noncellulosic manufactured fibers, spinneret.   | 106–107  |
| 5.3   | Define: spinning, ply, blend.   | 114, 115   |
| 5.4   | Define: selvage, grain, true bias.  | 120  |
| 5.5   | Define: nonwovens, laces and nets, braided fabrics, bonding, quilted fabrics.   | 125–126  |
| 5.6   | Define finishing, bleaching, dyeing, colorfast, printing, hand.   | 127, 129, 131  |



# Goodheart–Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

| <b>Standard 6</b>   |  |  |
|---|--|--|
| <b>Students will understand the basics of successful selling.</b> |  |  |
| 6.1   | Define the following terms: rational buying behavior, emotional buying behavior, non–personal selling, personal selling, product features, benefits, add–ons, trading up.  | 253, 263, 306, 388–389, 391                      |
| 6.2   | Explain the steps of the selling process.  | 385–394  |
| <b>Standard 7</b>   |  |  |
| <b>Students will understand basic merchandising math.</b>         |  |  |
| 7.1   | Identify types of financial records.   | 400  |
| 7.2   | Define the following terms: operating statement, cost of goods sold (COGS), gross margin, net profit, profit margin, fixed costs, variable costs, odd–figure pricing, loss leader, initial markup, keystone markup, maintained markup. | 400, 402, 403, 404, 406, 409, 411, 412, 414, 417 |
| 7.3   | Identify formulas for calculating the price of merchandise using both retail and cost methods.   | 412–420  |
| 7.4   | Identify formulas for calculating markdowns.   | 414–417  |
| <b>Standard 8</b>   |  |  |
| <b>Students will understand the basics of fashion promotion.</b>  |  |  |
| 8.1   | Identify the three purposes of fashion promotion and the three promotion levels.   | 450  |
| 8.2   | Explain the 4 components of the promotional mix.   | 448  |
| 8.3   | Describe a fashion promotion plan.   | 451–452  |
| 8.4   | Define the following terms: publicity, public relations (PR), press kits, promotional mix, advertising, institutional advertising, cooperative advertising, national advertising, regional advertising, and local advertising.         | 448, 455, 458, 460, 471                          |
| 8.5   | Name two advantages and two disadvantages of each of the following advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and websites.   | 460–467  |
| <b>Standard 9</b>   |  |  |



# Goodheart–Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • www.g-w.com

| <b>Students will understand visual merchandising.</b>                  |   |                              |
|--|---|------------------------------|
| 9.1  | Define the following terms: visual merchandising, store layout, selling areas, sales support areas, floor plan, fixtures, grid layout, maze layout. | 476, 478, 479                |
| 9.2  | Name and describe the three basic types of merchandise presentation.  | 481                          |
| 9.3  | Identify basic types of retail fixtures, including: carousels, dump tables/bins, four-way rack, rounders, t-stand, waterfall.                       | 483–484                      |
| 9.4  | Identify the basic components of displays.  | 487–491                      |
| 9.5  | Identify the basic types of window displays.  | 493–495                      |
| <b>Standard 10</b>   |   |                              |
| <b>Students will understand the basics of fashion show production.</b> |   |                              |
| 10.1   | Identify the main types of fashion shows.   | 501                          |
| 10.2   | Define the following terms: fittings, merchandise pull, runways, commentary, choreography, lineup, and dressers.                                    | 509, 511, 512, 515, 516, 521 |
| 10.3   | Summarize the coordination of the physical layout, music, choreography, and commentary of fashion shows.  | 512–517                      |
| <b>Standard 11</b>   |   |                              |
| <b>Understand how to find and get jobs in the fashion industry.</b>    |   |                              |
| 11.1   | Identify traits and skills valued by employers.   | 583                          |
| 11.2   | Describe 4 areas of employment in the fashion industry.   | 580 (Figure 26.5), 584–588   |
| 11.3   | Discuss educational options for fashion careers.  | 589–591                      |
| 11.4   | Describe ways of getting experience in the fashion industry.  | 591–593                      |
| 11.5   | Describe sources for researching fashion careers.   | 583–584                      |
| 11.6   | Explain career networking.  | 66                           |
| 11.7   | Discuss the components of the job-application process.  | 593–594, 599–600             |
| 11.8   | Discuss steps in the job-search process.  | 581                          |
| 11.9   | Identify strategies for success on the job.   | 583                          |



## Goodheart–Willcox Publisher

18604 West Creek Drive • Tinley Park, IL 60477 • 800.323.0440 • [www.g-w.com](http://www.g-w.com)

|       |  |         |
|-------|--|---------|
| 11.10 | Identify traits of successful entrepreneurs. | 586–588 |
|-------|--|---------|