

Correlation of *Fashion Marketing & Merchandising* ©2019 to AAFCS Pre-PAC

Domains and Competencies for *Fashion, Textiles, and Apparel*

The American Association of Family and Consumer Sciences (AAFCS) in collaboration with AAFCS members and business, industry, and education leaders developed the *Pre-Professional Assessment and Certification (Pre-PAC) Program*. AAFCS administers these standards-based assessments for pre-professionals in family and consumer sciences career areas. The background sources used in forming the domains and competencies for these assessments include the National Standards for Family and Consumer Sciences, the Career Clusters Initiative, and input from business and industry leaders.

The following chart correlates the domains and competencies of the *Fashion, Textiles, and Apparel* Pre-PAC assessment with the content of *Fashion Marketing & Merchandising*. For each competency, the chart lists the *chapter number(s)* that identify the content location.

After studying the content of this text, students will be able to achieve the following comprehensive standard:

Domain 1: Career Paths	
Competency 1A: Explain the roles and functions of individuals engaged in fashion, textiles, and apparel careers	
Key Elements	Text Concepts
1.A.1 Employment opportunities in the fashion, textiles, and apparel industry	Ch. 26
1.A.2 Functions and responsibilities associated with fashion, textiles, and apparel career paths	Ch. 26
1.A.3 Differences between fashion merchandising careers and fashion design careers	Ch. 26
1.A.4 Career preparation	Ch. 26
1.A.5 Physical and emotional traits and characteristics of individuals engaged in fashion, textiles, and	Ch. 26

apparel careers	
1.A.6 Job search skills	Ch. 26
Competency 1B: Explain employment opportunities related to clothing construction	
Key Elements	Text Concepts
1.B.1 Breadth of clothing construction careers	Ch. 26
1.B.2 Job titles and duties associated with clothing construction	Ch. 26
1.B.3 Skills required in clothing construction positions	Ch. 26
1.B.4 Workplace behavior and expectations	Ch. 26
Competency 1C: Analyze opportunities for employment and entrepreneurial endeavors	
Key Elements	Text Concepts
1.C.1 Cost/benefit analysis of job requirements	Ch. 26
1.C.2 Salaries and benefits of employment	Ch. 26
1.C.3 Entrepreneurial possibilities	Ch. 26
1.C.4 Personality traits best suited to entrepreneurs and employees	Ch. 26
1.C.5 Small Business Administration	Ch. 26
Competency 1D: Summarize education and training requirements and opportunities for career paths in fashion, textiles, and apparel	
Key Elements	Text Concepts
1.D.1 Education and training required for employment in the industry	Ch. 26
1.D.2 Education and training for fashion design and apparel careers	Ch. 26
1.D.3 Education and training for merchandising careers	Ch. 26
Competency 1E:	

Analyze the effects of fashion, textiles, and apparel occupations on local, state, national and global economies

Key Elements	Text Concepts
1.E.1 Gross Domestic Product (GDP)	Ch. 24
1.E.2 Developmental stages of fashion, textiles, and apparel production	Ch. 4, 5, 6, 7, 9, 10
1.E.3 Made in the USA campaign	Ch. 5, 24
1.E.4 Impact of the industry on the economies of third world and developing countries	Ch. 24

Competency 1F:

Create an employment portfolio for use when applying for internships and work-based learning

Key Elements	Text Concepts
	To address more the concepts covered by this competency, see the G-W text <i>Fashion</i>, Ch. 19.
1.F.1 Personality assessments	—
1.F.2 Portfolio development	Ch. 26
1.F.3 Résumé development	—
1.F.4 Interviewing skills	—
1.F.5 Career and employment resources	Ch. 26
1.F.6 Internships and job shadowing	Ch. 26

Competency 1G:

Analyze the role of professional organizations in fashion, textiles, and apparel industries

Key Elements	Text Concepts
1.G.1 Advantages of membership in professional organizations	Ch. 4
1.G.2 International Textile and Apparel Association	Ch. 4, Ch. 9
1.G.3 Fashion Group International	Ch. 4
1.G.4 Council of Fashion Designers	Ch. 9

Domain 2: Textile Fiber Products and Materials

Competency 2A: Apply appropriate terminology for the most common generic textile fibers	
Key Elements	Text Concepts
2.A.1 Natural fibers (i.e., names/examples, types, uses, sources)	Ch. 6
2.A.2 Manufactured or synthetic fibers (i.e., names/examples, types, uses, sources)	Ch. 6
2.A.3 Fiber manufacturing process	Ch. 6
2.A.4 Fabrication	Ch. 7, 10
2.A.5 Finishes	Ch. 7
Competency 2B: Evaluate performance characteristics of textile fibers and fabrics	
Key Elements	Text Concepts
2.B.1 Aesthetic properties	Ch. 6, 7
2.B.2 Durability properties	Ch. 6, 7
2.B.3 Comfort properties	Ch. 6, 7
2.B.4 Appearance retention properties	Ch. 6, 7
2.B.5 Fiber blends	Ch. 6, 7
Competency 2C: Summarize textile legislation, standards, and labeling in the global economy	
Key Elements	Text Concepts
2.C.1 Legal and environmental concerns of the industry	Ch. 5, 9, 25
2.C.2 Textile laws and regulations	Ch. 6, 7, 24
2.C.3 Labeling of textile products	Ch. 18
Competency 2D: Analyze effects of textile characteristics on design, construction, care, use, and maintenance of products	
Key Elements	Text Concepts
2.D.1 Suitability of fibers and fabrics to end use	Ch. 4, 7

2.D.2 Fabric performance abilities (i.e., wicking, stretching, etc.)	Ch. 6
2.D.3 Equipment used in the manufacturing and construction of fibers	Ch. 6, 7
2.D.4 Effects of textiles on construction (i.e., knitting, weaving, etc.)	Ch. 7
2.D.5 Finishes (i.e., flame retardant, Mercerization, etc.)	Ch. 7

Competency 2E:

Apply appropriate procedures for care of textile products

Key Elements	Text Concepts
	To address more the concepts covered by this competency, see the G-W text <i>Fashion</i>, Ch. 18.
2.E.1 Soil removal	—
2.E.2 Laundering	—
2.E.3 Dry cleaning	—
2.E.4 Garment care labels	Ch. 18
2.E.5 Types of laundering products	—
2.E.6 Environmental concerns of laundry or care products	—
2.E.7 Recycling and disposal of textile products	Ch. 5, 6

Domain 3: Design Skills

Competency 3A:

Explain ways in which fiber, fabric, texture, pattern and finish can affect visual appearance

Key Elements	Text Concepts
3.A.1 Optical illusions	Ch. 7, 8
3.A.2 Influence of design elements on appearance	Ch. 8
3.A.3 Influences of the principles of design on appearance	Ch. 8

3.A.4 Harmonious use of fibers, fabrics, textures, patterns, and finishes	Ch. 8
Competency 3B: Apply basic and complex color schemes and color theory to develop and enhance visual effects	
Key Elements	Text Concepts
3.B.1 Color types	Ch. 8
3.B.2 Color wheel	Ch. 8
3.B.3 Color schemes	Ch. 8
3.B.4 Warm colors vs. cool colors	Ch. 8
3.B.5 Value	Ch. 8
3.B.6 Hue	Ch. 8
3.B.7 Shades vs. tints	Ch. 8
3.B.8 Intensity	Ch. 8
3.B.9 Neutral colors	Ch. 8
Competency 3C: Utilize elements and principles of design in designing, constructing, and/or altering fashion, textiles, and apparel products	
Key Elements	Text Concepts
3.C.1 Elements of design (space, shape, form, line, color, texture)	Ch. 8
3.C.2 Principles of design (rhythm, unity, emphasis, balance, proportion)	Ch. 8
3.C.3 Application of design elements and principles in apparel	Ch. 8, 9, 10, 11
3.C.4 Embellishments	Ch. 8
Competency 3D: Demonstrate design concepts with fabric or technology/computer, using draping and/or flat pattern making techniques	
Key Elements	Text Concepts
3.D.1 Draping techniques	—

3.D.2 Pattern engineering	Ch. 11
3.D.3 Digitizing for pattern making, marker making, sizing, and grading	Ch. 11
3.D.4 Computer aided design	Ch. 7, 9, 11, 26
3.D.5 Colorways	Ch. 8
Competency 3E:	
Generate design that takes into consideration ecological, environmental, sociological, psychological, technical, and economic trends and issues	
Key Elements	Text Concepts
	To address more the concepts covered by this competency, see the G-W text <i>Fashion</i>.
3.E.1 “Green” or eco-friendly textile and apparel products	Ch. 5, 25
3.E.2 Ecological and environmental impact (i.e., insecticides, production, finishes)	Ch. 6, 7, 25
3.E.3 Scientific Certifications Systems	—
3.E.4 Historical influences on fashion and design	Ch. 2
3.E.5 Social and psychological functions of clothing	Ch. 1, 5, 25
3.E.6 Costs of production	Ch. 10
3.E.7 Costs and environmental implications for disposal (i.e., recycling, resale, etc.)	Ch. 5
Competency 3F:	
Demonstrate ability to use technology for fashion, textile, and apparel construction and design	
Key Elements	Text Concepts
	To address more of the concepts covered by this competency, see the G-W text <i>Apparel: Design Textiles & Construction</i>.
3.F.1 Computerized sewing machines	—
3.F.2 Computer aided design	Ch. 7, 9, 11, 26

3.F.3 Sergers or overlock machines	—
3.F.4 Textile and apparel design software	Ch. 7, 9, 11, 26
Domain 4: Fashion, Textile, and Apparel Production	
Competency 4A: Demonstrate professional skills in using a variety of equipment, tools, and supplies for fashion, textile and apparel construction, alteration or repair	
Key Elements	Text Concepts To address more of the concepts covered by this competency, see the G-W texts <i>Apparel: Design Textiles & Construction</i> and <i>Successful Sewing</i> .
4.A.1 Parts of the sewing machine (i.e., proper name, function, and use)	—
4.A.2 Use of the sewing machine (i.e., stitching charts, threading the machine, etc.)	—
4.A.3 Use of overlock machine	—
4.A.4 Tools and supplies for marking	Ch. 10
4.A.5 Sewing tools and supplies	—
4.A.6 Tools and supplies for cutting	Ch. 10
4.A.7 Tools and supplies for measuring	—
4.A.8 Commercial patterns	Ch. 9
Competency 4B: Demonstrate basic and specialized techniques in the construction of a garment	
Key Elements	Text Concepts To address more of the concepts covered by this competency, see the G-W texts <i>Apparel: Design Textiles & Construction</i> and <i>Successful Sewing</i> .
4.B.1 Types of stitching (i.e., machine stitching, basting, understitching)	—
4.B.2 Seams and seam finishes	—

4.B.3 Casings and waistbands	—
4.B.4 Closures	—
4.B.5 Collars and cuffs	—
4.B.6 Darts	—
4.B.7 Facings	—
4.B.8 Interfacing	—
4.B.9 Sleeves	—
4.B.10 Hems	—
4.B.11 Buttons and buttonholes	—
Competency 4C: Explain production processes for creating fibers, yarns, woven, knit, and non-woven textile products	
Key Elements	Text Concepts
4.C.1 Filament yarns	Ch. 6
4.C.2 Staple yarns	Ch. 6
4.C.3 Spun yarns	Ch. 6
4.C.4 Fiber blends	Ch. 6
4.C.5 Fabrication	Ch. 7, 10
4.C.6 Basic weaves (i.e., plain, twill, satin)	Ch. 7
4.C.7 Knit fabrics	Ch. 7
4.C.8 Nonwoven fabrics (i.e., solutions, fiberweb, braiding, lace)	Ch. 7
Competency 4D: Use appropriate industry products and materials for cleaning, pressing, and finishing fashion, textile and apparel products	
Key Elements	Text Concepts
	To address more of the concepts covered by this competency, see the G-W text <i>Apparel: Design Textiles & Construction</i> .

4.D.1 Laundry aids	—
4.D.2 Fabric softeners	—
4.D.3 Detergents	—
4.D.4 Bleach	—
4.D.5 Pretreatment of stains	—
4.D.6 Stain removal	—
4.D.7 Starch	—
4.D.8 Fabric sizing	—
Competency 4E:	
Analyze current technology and trends that facilitate design and production of fashion, textile and apparel products	
Key Elements	Text Concepts
	To address more of the concepts covered by this competency, see the G-W text <i>Apparel: Design Textiles & Construction</i> .
4.E.1 Computer aided design	Ch. 7, 9, 10, 11, 26
4.E.2 Computerized equipment	Ch. 5, 7, 9, 10, 11, 26
4.E.3 Computerized sewing machines	—
4.E.4 Technological advances	Ch. 5, 11, 13, 17, 25
Competency 4F:	
Demonstrate basic skills of pattern selection and layout	
Key Elements	Text Concepts
	To address more of the concepts covered by this competency, see the G-W text <i>Apparel: Design Textiles & Construction</i> .
4.F.1 Pattern selection (information on pattern envelope, pattern types and sizes, etc.)	—
4.F.2 Fabric selection	—
4.F.3 Selection of notions	—

4.F.4 Cutting layout and cutting	—
4.F.5 Marking procedures	—
Competency 4G: Demonstrate basic skills for producing and altering textile and apparel products	
Key Elements	Text Concepts To address more of the concepts covered by this competency, see the G-W texts <i>Apparel: Design Textiles & Construction</i> and <i>Successful Sewing</i> .
4.G.1 Slopers	—
4.G.2 Basic measurements	—
4.G.3 Pattern ease	—
4.G.4 Crotch length and depth alterations or adjustments	—
4.G.5 Back and front waist length alterations or adjustments	—
4.G.6 Waist and hip adjustments and alterations	—
4.G.7 Length alterations and adjustments	—
4.G.8 Sleeve alterations and adjustments	—
4.G.9 Hem adjustments	—
Domain 5: Fashion Merchandising	
Competency 5A: Apply marketing strategies for fashion, textile, and apparel products	
Key Elements	Text Concepts
5.A.1 Levels of promotion (i.e., primary, secondary, and retail)	Ch. 3, 21
5.A.2 Objectives of marketing (i.e., inform, awaken, persuade, pave the way, gain loyalty)	Ch. 3
5.A.3 Print marketing strategies	Ch. 3, 21
5.A.4 Media marketing strategies	Ch. 17, 21

5.A.5 Internet marketing strategies	Ch. 17, 21
5.A.6 Qualitative and quantitative marketing research	Ch. 5,
5.A.7 Visual display categories	Ch. 22
5.A.8 Retail types (i.e., department stores, specialty stores, boutiques, discount stores)	Ch. 12
Competency 5B: Analyze the cost of constructing, manufacturing, altering, or repairing fashion, textile and apparel products	
Key Elements	Text Concepts
5.B.1 Labor costs	Ch. 10, 19
5.B.2 Cost sheets	Ch. 19
5.B.3 Factors influencing costs	Ch. 10, 19
5.B.4 Mass production	Ch. 10
5.B.5 Wholesale vs. retail prices	Ch. 12, 16, 19
Competency 5C: Analyze ethical considerations for merchandising textile and apparel products	
Key Elements	Text Concepts
5.C.1 Counterfeit goods (i.e., knock-offs, forgeries)	Ch. 11
5.C.2 Sweatshops	Ch. 10, 26
5.C.3 Ethical treatment of employees	Ch. 5, 10, 25, 26
5.C.4 Child labor	Ch. 5, 10, 26
5.C.5 Employee hours and benefits	Ch. 26
5.C.6 Exploitation in the industry	Ch. 5, 10, 26
5.C.7 Employee theft	Ch. 20
Competency 5D: Apply external factors that influence merchandising	
Key Elements	Text Concepts
5.D.1 Political factors	Ch. 1, 2
5.D.2 Social factors	Ch. 1, 2

5.D.3 Psychological factors	Ch. 1
5.D.4 Ethnic factors	Ch. 1, 5, 24
5.D.5 Religious factors	Ch. 1, 2
5.D.6 Ethical factors	Ch. 21
5.D.7 Educational factors	Ch. 2
5.D.8 Fashion adoption theories	Ch. 2
Competency 5E: Critique varied methods for promoting textile and apparel products	
Key Elements	Text Concepts
5.E.1 Print promotions	Ch. 21
5.E.2 Media promotions	Ch. 17, 21
5.E.3 Internet promotions	Ch. 17, 21
5.E.4 Special events	Ch. 21
5.E.5 Direct mail	Ch. 21
5.E.6 Fashion shows	Ch. 23
5.E.7 Cross-supporting ads	Ch. 13, 21
5.E.8 Fashion cycle	Ch. 2
5.E.9 Service firms with advertising expertise	Ch. 21
5.E.10 Visual displays and merchandising	Ch. 22
Competency 5F: Apply research methods, including forecasting techniques for marketing textile and apparel products	
Key Elements	Text Concepts
5.F.1 Consumer market	Ch. 3, 4, 9
5.F.2 Microsegmentation	Ch. 25
5.F.3 Niche retailing	Ch. 25
5.F.4 Database marketing	Ch. 13
5.F.5 Quantitative and qualitative research marketing	Ch. 5
5.F.6 Multi-channel retailing	Ch. 12, 13, 17, 25

5.F.7 Fashion forecasting	Ch. 7, 9, 11
5.F.8 Prophetic fashions	Ch. 9
5.F.9 Influences on consumer sentiment	Ch. 3
Domain 6: Customer Service	
Competency 6A: Analyze factors that contribute to quality customer relations	
Key Elements	Text Concepts
6.A.1 Attracting new customers	Ch. 20, 22, 25
6.A.2 Retaining existing customers	Ch. 20
6.A.3 Benefits of quality customer service	Ch. 20
6.A.4 Importance of quality process and product design	Ch. 11
6.A.5 Consistency in customer service	Ch. 20
6.A.6 Employee morale	Ch. 13, 18, 25
6.A.7 Communication channels for customers	Ch. 17, 20
Competency 6B: Analyze the influences of cultural diversity as a factor in customer relations	
Key Elements	Text Concepts
6.B.1 Developing cultural competence	Ch. 1, 24, 25
6.B.2 Appreciating and respecting cultural differences	Ch. 1, 24, 25, 26
Competency 6C: Demonstrate the skills necessary for quality customer service	
Key Elements	Text Concepts
6.C.1 Customer loyalty	Ch. 5, 13, 20
6.C.2 Patience	Ch. 18, 26
6.C.3 Communication skills	Ch. 17, 18, 21
6.C.4 Problem solving skills	Ch. 18
6.C.5 Computer and technology skills	Ch. 17, 20, 21

Competency 6D: Use consumer skills to evaluate the quality of ready-made garments	
Key Elements	Text Concepts
6.D.1 Assembly Quality Checklist	Ch. 11
6.D.2 Quality seams and seam finishes	—
6.D.3 Quality sleeves and hems	—
Competency 6E: Create solutions to address customer concerns	
Key Elements	Text Concepts
6.E.1 Customer letter of complaint	—
6.E.2 Small Claims Court	—
6.E.3 Return policies	Ch. 18, 20
6.E.4 Credit reporting agencies	Ch. 20
6.E.5 Layaway policies	Ch. 18
6.E.6 Payment policies	Ch. 20
6.E.7 Customer Loyalty or Rewards Programs	Ch. 20
Domain 7: Operational Procedures	
Competency 7A: Analyze legislation, regulations, and public policy affecting the fashion, textile and apparel industries	
Key Elements	Text Concepts
7.A.1 Laws regarding textile and apparel production, labeling, care, and disposal	Ch. 6, 10, 18
7.A.2 Public policy and advocacy efforts of professional associations	Ch. 4, 7, 11, 12
7.A.3 Legal and environmental concerns	Ch. 5, 7, 20, 25, 26
7.A.4 Legislation and regulations associated with importing and exporting	Ch. 24

Competency 7B:

Analyze personal and employer responsibilities and liabilities regarding industry-related safety, security, and environmental factors

Key Elements	Text Concepts
7.B.1 Fraud	Ch. 20, 25
7.B.2 Identity theft	Ch. 20, 25
7.B.3 Privacy policies	Ch. 5, 17, 20, 25
7.B.4 Credit issues	Ch. 18, 20
7.B.5 Employee theft	Ch. 20

Competency 7C:

Analyze the effects of security and inventory control strategies, cash, and credit transaction methods, laws, and worksite policies, on loss prevention and store profit

Key Elements	Text Concepts
7.C.1 Methods of loss prevention	Ch. 20
7.C.2 Safety and security of customers	Ch. 20
7.C.3 Safety and security of employees	Ch. 20
7.C.4 Shoplifting	Ch. 20
7.C.5 Shrinkage	Ch. 20
7.C.6 Layaway plans	Ch. 18, 20

Competency 7D:

Demonstrate procedures for reporting and handling accidents, safety, and security incidents

Key Elements	Text Concepts
	To address more of the concepts covered by this competency, see the G-W text <i>Apparel: Design, Textiles & Construction</i>.
7.D.1 Safe retail environment	Ch. 20
7.D.2 Responsibility for safety	Ch. 20
7.D.3 Reporting accidents	--
7.D.4 OSHA	Ch. 20

7.D.5 Emergency procedures	--
Competency 7E:	
Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit	
Key Elements	Text Concepts
7.E.1 Loss	Ch. 19
7.E.2 Pricing strategies	Ch. 13, 19
7.E.3 Price points	Ch. 19
7.E.4 Markdowns	Ch. 19, 21
7.E.5 Markups	Ch. 13, 19
7.E.6 Inventory (i.e., control, leftover, etc.)	Ch. 11, 15, 19
7.E.7 Expense management	Ch. 19