Correlation of

Fashion Marketing & Merchandising **Quinlan, Wolfe**

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to

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 developing these assessments include the National Standards for Family and Consumer Sciences Education, 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 page numbers that identify the content location.

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



Domains/Competencies	G-W Content
Domain 1: Career Paths	
Competency 1A. Explain the roles and functions of individuals engaged in fashion, textiles, and apparel careers.	
1.A.1: Employment opportunities in the fashion, textiles, and apparel industry.	10, 30, 86, 130, 145, 189, 249, 332, 357, 407, 493, 576–578, 582–587
1.A.2: Functions and responsibilities associated with fashion, textiles, and apparel career paths	576–578, 582–587
1.A.3: Differences between fashion merchandising careers and fashion design careers	130, 576–578, 582–587

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Correlation of *Fashion Marketing and Merchandising* to Pre-PAC Domains and Competencies for Fashion, Textiles, and Apparel—page 2

Domains/Competencies	G-W Content
1.A.4: Career preparation	578–581, 588–594
1.A.5: Physical and emotional traits and characteristics of individuals engaged in fashion, textiles, and apparel careers	578–581, 588–593
1.A.6: Job search skills	588–594
Competency 1B. Explain employment opportunities related to clothing construction.	
1.B.1: Breadth of clothing construction careers	583
1.B.2: Job titles and duties associated with clothing construction	130, 583
1.B.3: Skills required in clothing construction positions	116–129, 583
1.B.4: Workplace behavior and expectations	596–598
Competency 1C: Analyze opportunities for employment and entrepreneurial endeavors.	
1.C.1: Cost/benefit analysis of job requirements	594–596
1.C.2: Salaries and benefits of employment	594–596
1.C.3: Entrepreneurial possibilities	585–587
1.C.4: Personality traits best suited to entrepreneurs and employees	585
1.C.5: Small Business Administration	586
Competency 1D: Summarize education and training requirements and opportunities for career paths in fashion, textiles, and apparel.	
1.D.1: Education and training required for employment in the industry	588–593
1.D.2: Education and training for fashion design and apparel careers	588–593
1.D.3: Education and training for merchandising careers	588–593
Competency 1E. Analyze the effects of fashion, textiles, and apparel occupations on local, state, national and global economies.	
1.E.1: Gross Domestic Product (GDP)	532
1.E.2: Developmental stages of fashion, textiles, and apparel production	76–80, 109–110, 116–129
1.E.3: Made in the USA campaign	88, 539
1.E.4: Impact of the industry on the economies of third world and developing countries	529–530
Competency 1F. Create an employment portfolio for use when applying for internships and work-based learning.	

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Correlation of *Fashion Marketing and Merchandising* to Pre-PAC Domains and Competencies for Fashion, Textiles, and Apparel—page 3

Domains/Competencies	G-W Content
1.F.1: Personality assessments	580–581
1.F.2: Portfolio development	593
1.F.3: Résumé development	See G-W text *Fashion!* page 376
1.F.4: Interviewing skills	See G-W text *Fashion!* page 378–381
1.F.5: Career and employment resources	588–593
1.F.6: Internships and job shadowing	590–591
Competency 1G. Analyze the role of professional organizations in fashion, textiles, and apparel industries.	
1.G.1: Advantages of membership in professional organizations	67–69, 181
1.G.2: International Textile and Apparel Association	181
1.G.3: Fashion Group International	68
1.G.4: Council of Fashion Designers	181
Domain 2: Textile Fiber Products and Materials	
Competency 2A. Apply appropriate terminology for the most common generic textile fibers.	
2.A.1: Natural fibers (i.e., names/examples, types, uses, sources)	94–98, 100–101
2.A.2: Manufactured or synthetic fibers (i.e., names/examples, types, uses, sources)	102–106
2.A.3: Fiber manufacturing process	103
2.A.4: Fabrication	116–122, 196–198
2.A.5: Finishes	123–129, 202
Competency 2B. Evaluate performance characteristics of textile fibers and fabrics.	
2.B.1: Aesthetic properties	94–98, 100–101, 102–106, 116–129
2.B.2: Durability properties	94–98, 100–101, 102–106
2.B.3: Comfort properties	94–98, 100–101, 102–106
2.B.4: Appearance retention properties	94–98, 100–101, 102–106, 116–129
2.B.5: Fiber blends	110
Competency 2C. Summarize textile legislation, standards, and labeling in the global economy.	
2.C.1: Legal and environmental concerns of the industry	88–89, 570–571
2.C.2: Textile laws and regulations	99, 101–102, 107, 130, 134, 524–527
2.C.3: Labeling of textile products	382–383
Competency 2D. Analyze effects of textile characteristics on design, construction, care, use, and maintenance of products.	

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Domains/Competencies	G-W Content
2.D.1: Suitability of fibers and fabrics to end use	58–60, 63–66, 133
2.D.2: Fabric performance abilities (i.e., wicking, stretching, etc.)	94–98, 100–106
2.D.3: Equipment used in the manufacturing and construction of fibers	103, 116–129
2.D.4: Effects of textiles on construction (i.e., knitting, weaving, etc.)	116–122
2.D.5: Finishes (i.e., flame retardant, Mercerization, etc.)	127–129
Competency 2E. Apply appropriate procedures for care of textile products.	
2.E.1: Soil removal	See G-W text *Apparel: Fashion Design and Construction* page 399, 404, 410–411
2.E.2: Laundering	See G-W text *Apparel: Fashion Design and Construction* page 409–409
2.E.3: Dry cleaning	See G-W text *Apparel: Fashion Design and Construction* page 418–419
2.E.4: Garment care labels	382–383 See G-W text *Apparel: Fashion Design and Construction* page 407–417
2.E.5: Types of laundering products	See G-W text *Apparel: Fashion Design and Construction* page 401–405
2.E.6: Environmental concerns of laundry or care products	See G-W text *Apparel: Fashion Design and Construction* page 401–405
2.E.7: Recycling and disposal of textile products	88, 106
Domain 3: Design Skills	
Competency 3A. Explain ways in which fiber, fabric, texture, pattern and finish can affect visual appearance.	
3.A.1: Optical illusions	154–155
3.A.2: Influence of design elements on appearance	140–149
3.A.3: Influences of the principles of design on appearance	149–153
3.A.4: Harmonious use of fibers, fabrics, textures, patterns, and finishes	154
Competency 3B. Apply basic and complex color schemes and color theory to develop and enhance visual effects.	
3.B.1: Color types	140–141
3.B.2: Color wheel	142
3.B.3: Color schemes	143–144

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Domains/Competencies	G-W Content
3.B.4: Warm colors vs. cool colors	142
3.B.5: Value	140
3.B.6: Hue	140
3.B.7: Shades vs. tints	140
3.B.8: Intensity	141
3.B.9: Neutral colors	141
Competency 3C. Utilize elements and principles of design in designing, constructing, and/or altering fashion, textiles, and apparel products.	
3.C.1: Elements of design (space, shape, form, line, color, texture)	140–149
3.C.2: Principles of design (rhythm, unity, emphasis, balance, proportion)	149–153
3.C.3: Application of design elements and principles in apparel	140–155
3.C.4: Embellishments	153
Competency 3D. Demonstrate design concepts with fabric or technology/computer, using draping and/or flat pattern making techniques.	
3.D.1: Draping techniques	–
3.D.2: Pattern engineering	215–220
3.D.3: Digitizing for pattern making, marker making, sizing, and grading	215–220
3.D.4: Computer aided design	131, 169–170, 215–220
3.D.5: Colorways	140–146
Competency 3E. Generate design that takes into consideration ecological, environmental, sociological, psychological, technical, and economic trends and issues.	
3.E.1: "Green" or eco-friendly textile and apparel products	88–89, 570–571
3.E.2: Ecological and environmental impact (i.e., insecticides, production, finishes)	94–98, 100–102, 106, 123–129, 570–571
3.E.3: Scientific Certifications Systems	–
3.E.4: Historical influences on fashion and design	14, 22–23, 168
3.E.5: Social and psychological functions of clothing	6–9
3.E.6: Costs of production	194
3.E.7: Costs and environmental implications for disposal (i.e., recycling, resale, etc.)	88–89
Competency 3F. Demonstrate ability to use technology for fashion, textile, and apparel design.	

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Domains/Competencies	G-W Content
3.F.1: Computerized sewing machines	See G-W text *Apparel: Fashion Design and Construction* page 308–309
3.F.2: Computer aided design	131, 169–170, 215–220
3.F.3: Sergers or overlock machines	See G-W text *Apparel: Fashion Design and Construction* page 314–331
3.F.4: Textile and apparel design software applications	131, 169–170, 215–220
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.	
4.A.1: Parts of the sewing machine (i.e., proper name, function, and use)	See G-W text *Apparel: Fashion Design and Construction* page 239–241
4.A.2: Use of the sewing machine (i.e, stitching charts, threading the machine, etc.)	See G-W text *Apparel: Fashion Design and Construction* page 241–243
4.A.3: Use of overlock machine	See G-W text *Apparel: Fashion Design and Construction* page 314–331
4.A.4: Tools and supplies for marking	197 See G-W text *Apparel: Fashion Design and Construction* page 232
4.A.5: Sewing tools and supplies	See G-W text *Apparel: Fashion Design and Construction* page 230–238
4.A.6: Tools and supplies for cutting	197 See G-W text *Apparel: Fashion Design and Construction* page 230–231
4.A.7: Tools and supplies for measuring	See G-W text *Apparel: Fashion Design and Construction* page 231
4.A.8: Commercial patterns	See G-W text *Apparel: Fashion Design and Construction* page 215–223
Competency 4B. Demonstrate basic and specialized techniques in the construction of a garment.	
4.B.1: Types of stitching (i.e., machine stitching, basting, understitching)	See G-W text *Apparel: Fashion Design and Construction* page 264–267
4.B.2: Seams and seam finishes	See G-W text *Apparel: Fashion Design and Construction* page 268–274
4.B.3: Casings and waistbands	See G-W text *Apparel: Fashion Design and Construction* page 300–303
4.B.4: Closures	See G-W text *Apparel: Fashion Design and Construction* page 276–280, 287–288

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Domains/Competencies	G-W Content
4.B.5: Collars and cuffs	See G-W text *Apparel: Fashion Design and Construction* page 294–295, 303–304
4.B.6: Darts	See G-W text *Apparel: Fashion Design and Construction* page 267
4.B.7: Facings	See G-W text *Apparel: Fashion Design and Construction* page 273–274
4.B.8: Interfacing	See G-W text *Apparel: Fashion Design and Construction* page 274–275
4.B.9: Sleeves	See G-W text *Apparel: Fashion Design and Construction* page 295–297
4.B.10: Hems	See G-W text *Apparel: Fashion Design and Construction* page 280–284
4.B.11: Buttons and buttonholes	See G-W text *Apparel: Fashion Design and Construction* page 286–287
Competency 4C. Explain production processes for creating fibers, yarns, woven, knit, and non-woven textile products.	
4.C.1: Filament yarns	94
4.C.2: Staple yarns	94
4.C.3: Spun yarns	109–110
4.C.4: Fiber blends	110
4.C.5: Fabrication	116–122
4.C.6: Basic weaves (i.e., plain, twill, satin)	117–118
4.C.7: Knit fabrics	119–121
4.C.8: Nonwoven fabrics (i.e., solutions, fiberweb, braiding, lace)	121–122
Competency 4D. Use appropriate industry products and materials for cleaning, pressing, and finishing fashion, textile and apparel products.	
4.D.1: Laundry aids	See G-W text *Apparel: Fashion Design and Construction* page 401–407, 413–419
4.D.2: Fabric softeners	See G-W text *Apparel: Fashion Design and Construction* page 405
4.D.3: Detergents	See G-W text *Apparel: Fashion Design and Construction* page 401–402
4.D.4: Bleach	See G-W text *Apparel: Fashion Design and Construction* page 404
4.D.5: Pretreatment of stains	See G-W text *Apparel: Fashion Design and Construction* page 404

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Domains/Competencies	G-W Content
4.D.6: Stain removal	See G-W text *Apparel: Fashion Design and Construction* page 410–411
4.D.7: Starch	See G-W text *Apparel: Fashion Design and Construction* page 405
4.D.8: Fabric sizing	See G-W text *Apparel: Fashion Design and Construction* page 405
Competency 4E. Analyze current technology and trends that facilitate design and production of fashion, textile and apparel products.	
4.E.1: Computer aided design	131, 169–170, 215–220
4.E.2: Computerized equipment	81–85, 126, 131, 169–170, 196–198
4.E.3: Computerized sewing machines	See G-W text *Apparel: Fashion Design and Construction* page 308–309
4.E.4: Technological advances	81–85, 215–220, 215–219, 360–370, 548–555
Competency 4F. Demonstrate basic skills of pattern selection, alteration and layout.	
4.F.1: Pattern selection (information on pattern envelope, pattern types and sizes, etc.)	See G-W text *Apparel: Fashion Design and Construction* page 215–223
4.F.2: Fabric selection	See G-W text *Apparel: Fashion Design and Construction* page 224–225
4.F.3: Selection of notions	See G-W text *Apparel: Fashion Design and Construction* page 234–239
4.F.4: Cutting layout and cutting	See G-W text *Apparel: Fashion Design and Construction* page 253–256
4.F.5: Marking procedures	See G-W text *Apparel: Fashion Design and Construction* page 256–259
Competency 4G. Demonstrate basic skills for producing and altering textile and apparel products.	
4.G.1: Slopers	See G-W text *Fashion!* page 97
4.G.2: Basic measurements	See G-W text *Apparel: Fashion Design and Construction* page 212–217
4.G.3: Pattern ease	See G-W text *Apparel: Fashion Design and Construction* page 216–215
4.G.4: Crotch length and depth alterations or adjustments	See G-W text *Apparel: Fashion Design and Construction* page 429
4.G.5: Back and front waist length alterations or adjustments	See G-W text *Apparel: Fashion Design and Construction* page 429
4.G.6: Waist and hip adjustments and alterations	See G-W text *Apparel: Fashion Design and Construction* page 429

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Domains/Competencies	G-W Content
4.G.7: Length alterations and adjustments	See G-W text *Apparel: Fashion Design and Construction* page 429
4.G.8: Sleeve alterations and adjustments	See G-W text *Apparel: Fashion Design and Construction* page 429
4.G.9: Hem adjustments	See G-W text *Apparel: Fashion Design and Construction* page 429
Domain 5: Fashion Merchandising	
Competency 5A. Apply marketing strategies for fashion, textile, and apparel products.	
5.A.1: Levels of promotion (i.e., primary, secondary, and retail)	449
5.A.2: Objectives of marketing (i.e., inform, awaken, persuade, pave the way, gain loyalty)	49–52
5.A.3: Print marketing strategies	458–465
5.A.4: Media marketing strategies	458–465
5.A.5: Internet marketing strategies	460
5.A.6: Qualitative and quantitative marketing research	76–80
5.A.7: Visual display categories	476–493
5.A.8: Retail types (i.e., department stores, boutiques, discount stores)	238–253
Competency 5B. Analyze the cost of constructing, manufacturing, altering, or repairing fashion, textile and apparel products.	
5.B.1: Labor costs	194, 406
5.B.2: Cost sheets	398–403
5.B.3: Factors influencing costs	194, 398–417
5.B.4: Mass production	186
5.B.5: Wholesale vs. retail prices	194, 243
Competency 5C. Analyze ethical considerations for merchandising textile and apparel products.	
5.C.1: Counterfeit goods (i.e., knock-offs, forgeries)	215
5.C.2: Sweatshops	205
5.C.3: Ethical treatment of employees	203, 568, 596–598
5.C.4: Child labor	89, 205, 598
5.C.5: Employee hours and benefits	594–596
5.C.6: Exploitation in the industry	89, 205, 598
5.C.7: Employee theft	442–443

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Domains/Competencies	G-W Content
Competency 5D. Apply external factors that influence merchandising.	
5.D.1: Political factors	14–15, 35
5.D.2: Social factors	9, 33
5.D.3: Psychological factors	7–8
5.D.4: Ethnic factors	7, 10, 35
5.D.5: Religious factors	10, 35
5.D.6: Ethical factors	454
5.D.7: Educational factors	33
5.D.8: Fashion adoption theories	24–25
Competency 5E. Critique varied methods for promoting textile and apparel products.	
5.E.1: Print promotions	458–465
5.E.2: Media promotions	458–465
5.E.3: Internet promotions	460
5.E.4: Special events	498–517
5.E.5: Direct mail	463
5.E.6: Fashion shows	498–517
5.E.7: Cross-supporting ads	458–464
5.E.8: Fashion cycle	25–29
5.E.9: Service firms with advertising expertise	468–471
5.E.10: Visual displays and merchandising	476–493
Competency 5F. Apply research methods, including forecasting techniques for marketing textile and apparel products.	
5.F.1: Consumer market	50
5.F.2: Microsegmentation	553
5.F.3: Niche retailing	554
5.F.4: Database marketing	76–80, 260–261
5.F.5: Quantitative and qualitative research marketing	79–80
5.F.6: Multi-channel retailing	253–254
5.F.7: Fashion forecasting	132, 145
5.F.8: Prophetic fashions	169
5.F.9: Influences on consumer sentiment	40–42

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Domains/Competencies	G-W Content
Domain 6: Customer Service	
Competency 6A. Analyze factors that contribute to quality customer relations.	
6.A.1: Attracting new customers	383–387, 422–432
6.A.2: Retaining existing customers	390–391, 422–433
6.A.3: Benefits of quality customer service	422–443
6.A.4: Importance of quality process and product design	212–214
6.A.5: Consistency in customer service	422–443
6.A.6: Employee morale	382–386, 568
6.A.7: Communication channels for customers	359–370
Competency 6B. Analyze the influences of cultural diversity as a factor in customer relations.	
6.B.1: Developing cultural competence	7, 524–543
6.B.2: Appreciating and respecting cultural differences	7, 524–543, 597–598
Competency 6C. Demonstrate the skills necessary for quality customer service.	
6.C.1: Customer loyalty	432–433
6.C.2: Patience	581
6.C.3: Communication skills	352–360, 384–391, 455–471
6.C.4: Problem solving skills	388, 426–428
6.C.5: Computer and technology skills	360–370
Competency 6D. Use consumer skills to evaluate the quality of ready-made garments.	
6.D.1: Assembly Quality Checklist	212–214
6.D.2: Quality seams and seam finishes	–
6.D.3: Quality sleeves and hems	–
Competency 6E. Create solutions to address customer concerns.	
6.E.1: Customer letter of complaint	–
6.E.2: Small Claims Court	–
6.E.3: Return policies	393, 426–428
6.E.4: Credit reporting agencies	434–437
6.E.5: Layaway policies	393
6.E.6: Payment policies	433–437
6.E.7: Customer Loyalty or Rewards Programs	432–433

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Domains/Competencies	G-W Content
Domain 7: Operational Procedures	
Competency 7A. Analyze legislation, regulations, and public policy affecting the fashion, textile and apparel industries.	
7.A.1: Laws regarding textile and apparel production, labeling, care, and disposal	99, 101–102, 107, 130, 134, 524–527
7.A.2: Public policy and advocacy efforts of professional associations	67–69, 134, 228–229, 255
7.A.3: Legal and environmental concerns	88–89, 134, 426, 439–433, 570–571, 596–598
7.A.4: Legislation and regulations associated with importing and exporting	524–543
Competency 7B. Analyze personal and employer responsibilities and liabilities regarding industry-related safety, security, and environmental factors.	
7.B.1: Fraud	439–443
7.B.2: Identity theft	439–440
7.B.3: Privacy policies	436–438
7.B.4: Credit issues	433–437
7.B.5: Employee theft	442–443
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.	
7.C.1: Methods of loss prevention	439–443
7.C.2 Safety and security of customers	438
7.C.3: Safety and security of employees	438
7.C.4: Shoplifting	440–441
7.C.5: Shrinkage	439
7.C.6: Layaway plans	393
Competency 7D. Demonstrate procedures for reporting and handling accidents, safety, and security incidents.	
7.D.1: Safe retail environment	425, 438–443
7.D.2: Responsibility for safety	438
7.D.3: Reporting accidents	–
7.D.4: OSHA	438
7.D.5: Emergency procedures	–
Competency 7E. Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit.	
7.E.1: Loss	400–402

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Domains/Competencies	G-W Content
7.E.2: Pricing strategies	416–417
7.E.3: Price points	407–410
7.E.4: Markdowns	411–416
7.E.5: Markups	410–411, 415
7.E.6: Inventory (i.e., control, leftover, etc.)	210–212, 316–323, 400–401
7.E.7: Expense management	406

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