

**Fashion Merchandising A**  
**Standard 2**  
**Listening Guide**

Students will understand basics of fashion marketing.

- Obj.1 Define Marketing Terms
- Obj. 2 Describe the 4 P's of Marketing
- Obj. 3 Describe the Methods of Market Segmentation
- Obj. 4 Describe the 6 Marketing Functions

**What is Marketing?**

- The process of developing, promoting & distributing products to satisfy customers' needs & wants. It is a series of activities fashion businesses undertake so that customers will buy products from them instead of their competitors.

**What is Marketing Concept?**

The idea that businesses must satisfy customers' needs and wants in order to make a profit.



**What is a Target Market?**

- The specific \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Market Segmentation:**

- \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Methods of Market Segmentation:**

- \_\_\_\_\_: personal characteristics such as age, gender, income, ethnic background, education, occupation ,etc.....
- \_\_\_\_\_: where people live. Could include region, city, country & climate.
- \_\_\_\_\_: based on social & psychological characteristics such as: attitudes, interests & opinions.

Name \_\_\_\_\_  
 Class Period \_\_\_\_\_

- \_\_\_\_\_: stats about consumers based on their knowledge, attitudes, use, or response to a product.

**Fashion Merchandising**

- The \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**The Marketing Mix**

- **Product:** \_\_\_\_\_  
 \_\_\_\_\_  
 Includes goods & services. Fashion marketers develop strategies that include producing, packaging, & naming a product.
- **Price:** \_\_\_\_\_  
 \_\_\_\_\_  
 Fashion marketers must determine how much consumers are willing to pay.
- **Place:** \_\_\_\_\_ Important place decisions include how & where product will be distributed, where the customer will purchase item, & when the product is distributed.
- **Promotion:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**6 Functions of Marketing**

- **Product/Service Management:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Example: Spandex. Although this material has been in existence for years, its popularity increased when designers began using it for women's & men's active-wear fashions.

⊙ Pricing: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

⊙ Channel Management: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

⊙ Marketing-Information Management: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Input – reports, past records, or surveys

Storage – storing the info on a computer,  
jump drive, etc....

Analysis-studying the info gathered

Output-reports of the analysis & conclusions  
drawn from the information

Decision Making-the final results of the first  
four elements.

⊙ Promotion: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Manufacturers also promote their  
merchandise to retailers through catalog &  
internet methods.

⊙ Selling: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Channels of Distribution

⊙ **Direct:** the path of distribution in which products are sold by the producer directly to the customer.

⊙ **Indirect Channel:** the path of distribution of products that involves one or more steps, or intermediaries. For example, a product moves from the manufacturer, to the wholesaler, to the retailer, and then to the consumer.