

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
ADVANCED FASHION MERCHANDISING - TEST #406**

The performance evaluation is a **required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the performance objectives until they have performed at a minimum of a number 3 or 4 on the rating scale **(Moderately to highly skilled level)**.
 - 4 = highly skilled ⇒ Successfully demonstrated without supervision
 - 3 = moderately skilled ⇒ Successfully demonstrated with limited supervision
 - 2 = limited skill ⇒ Demonstrated with close supervision
 - 1 = not skilled ⇒ Demonstration requires direct instruction and supervision (0 = no exposure)
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), “**Y**” (**Y=YES**) is recorded on the Summary Score Sheet. If a student **does not** achieve a 3 or a 4 (moderately to highly skilled level), then “**N**” (**N=NO**) is recorded on the Summary Score Sheet for that objective.
- All performance objectives **MUST** be completed and evaluated **prior to the objective test**.
- The signed Summary Score Sheet(s) **MUST** be kept in the teachers’ file for one year.

Students who achieve a 3 or a 4 (moderately to highly skilled) on **ALL** performance objectives and 80% on the written test will be issued a CTE skill certificate.

OBJECTIVES

THE REQUIRED PERFORMANCE OBJECTIVES ARE:

- | | |
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| 1.0 | Demonstrate knowledge of fashion history by choosing a time period, historical fashion figure, or a historical fashion style by writing a report on the chosen topic. |
| 2.0. | Decide on a potential target market for a fictitious store and create a survey consisting of 10 questions to find potential interest in that store. |
| 3.0 | Create a fictitious store to include a description of the target customer for the store, along with a description of products carried, and competitors. Also include depictions of the store exterior and furnishings used to create the right ambiance for the store. |
| 4.0 | Choose items (clothing, accessories etc.) for the store created from either a local mall or retail internet sites or catalogs. |
| 5.0 | Burn samples of natural and manufactured fibers and record observations. |
| 6.0 | Prepare a feature-benefit chart for a fashion item including, brand name, size, suggested retail price, style number, fabric content, style details, and guarantees and warranties. Demonstrate an effective sales presentation in a role-play situation using an effective approach and greeting, questioning, handling objections, suggestion selling, closing and follow-up techniques. |
| 7.0 | Calculate the price of merchandise using the retail and cost methods, common markup and markdown methods, and merchandise discounts. |
| 8.0 | Develop a promotion plan including objectives, advertising, and visual merchandising for a store of their choice complete with a budget for the promotion. |
| 9.0 | Create an actual display using fashion items OR create a miniature window display in a box. |
| 10.0 | Participate in a school fashion show, helping with all stages of the production OR create a fictitious fashion show, including drawings of a staging area, samples of programs, examples of commentary, and examples of merchandise that would be selected to include in the show. |
| 11.0 | Research a fashion career and then complete an application, resume and interview for that career. |

SUMMARY SCORE SHEET

I verify that this is an accurate record of student performance. **Date** _____ **Period** _____ **School** _____

Teacher Signature _____

Teacher Name (Print) _____

The signed Summary Score Sheet(s) **MUST** be kept in the teachers' file for one year.

[illegible]