

Advanced Fashion Merchandising

Test Number: 406

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: Fashion Merchandising Advanced
School: _____ Test Number: 406
Students in course: _____ Date: _____
Students tested: _____
Students who passed the *online test* at or above 80%: _____
Students who passed the *performance objectives* at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

1. 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. 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. 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. Choose items (clothing, accessories etc.) for the store created from either a local mall or retail internet sites or catalogs.
5. Burn samples of natural and manufactured fibers and record observations.
6. 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. Calculate the price of merchandise using the retail and cost methods, common markup and markdown methods, and merchandise discounts.
8. Develop a promotion plan including objectives, advertising, and visual merchandising for a store of their choice complete with a budget for the promotion.
9. Create an actual display using fashion items **OR** create a miniature window display in a box.
10. 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. Research a fashion career and then complete an application, resume and interview for that career.

Each performance is documented and kept on file by the teacher for one year.
(Check the documentation method used)

- ☐ Class period summary score sheet
- ☐ Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____