

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

**Grade:** Grade 9 - 12

**Course:** Fashion Merchandising

**NCCTE.2015.MI21** - Fashion Merchandising

**NCCTE.2015.MI21.01.00** - Understand the fundamentals of the fashion industry.

**NCCTE.2015.MI21.01.01** - Understand the progression of fashion.

**NCCTE.2015.MI21.01.02** - Understand the basics of textile fabrics and finishes.

**NCCTE.2015.MI21.01.03** - Understand the categories of fashion merchandise.

**NCCTE.2015.MI21.02.00** - Understand the fashion merchandising process.

**NCCTE.2015.MI21.02.01** - Understand the role of distribution in the fashion industry.

**NCCTE.2015.MI21.02.02** - Understand the preparation of fashion merchandise buying plans.

**NCCTE.2015.MI21.02.03** - Understand fashion merchandise buying.

**NCCTE.2015.MI21.02.04** - Understand the global nature of fashion.

**NCCTE.2015.MI21.03.00** - Understand fashion trends and forecasting.

**NCCTE.2015.MI21.03.01** - Understand the use of data in fashion forecasting.

**NCCTE.2015.MI21.03.02** - Understand the use of technologies in fashion merchandising and marketing.

**NCCTE.2015.MI21.04.00** - Understand the marketing of fashion.

**NCCTE.2015.MI21.04.01** - Understand the fashion retail elements of marketing.

**NCCTE.2015.MI21.04.02** - Understand pricing strategies in the fashion industry.

**NCCTE.2015.MI21.05.00** - Understand the selling of fashion.

**NCCTE.2015.MI21.05.01** - Understand the impact of customer service in the fashion industry.

**NCCTE.2015.MI21.05.02** - Understand retail selling processes the fashion industry.

**NCCTE.2015.MI21.06.00** - Understand the promotion of a fashion image.

**NCCTE.2015.MI21.06.01** - Understand the promotional messaging of fashion.

**NCCTE.2015.MI21.06.02** - Understand visual merchandising and display techniques of fashion.

**NCCTE.2015.MI21.06.03** - Understand promoting a fashion image through special events.

**NCCTE.2015.MI21.06.04** - Understand the steps of fashion promotion.

