

5.0 MARKETING

5.9 Merchandising (S): Students will understand the marketing functions and foundations of merchandising. They will demonstrate competency by applying marketing strategies and practices to merchandising operations.

5.9.1 Advertising and Promotion—design a promotional plan for merchandising

5.9.2 Buying and Pricing—identify and determine price objectives and strategies including buying procedures and negotiations

5.9.3 Color—describe the fundamental “color theory” and what factors influence color decisions

5.9.4 Distribution—differentiate among various channels of distribution and explain their importance to the marketing process

5.9.5 Event Planning—explain the process of coordinating merchandising events and shows

5.9.6 Forecasting—discuss forecasting methods and principles based on cycles, trends, and global influence; utilize methods to determine market potential

5.9.7 International Merchandising—discuss a variety of merchandising strategies useful in a global marketplace

5.9.8 Inventory Control—establish an inventory control system using appropriate strategies and techniques

5.9.9 Line and Design—design a product using fundamental concepts of line, design and construction

5.9.10 Management and Entrepreneurship—analyze fundamental business, management, and entrepreneurial concepts that affect decision-making

5.9.11 Operations—discuss common operational policy and procedures needed in a retail environment

5.9.12 Textiles—analyze appropriate fabric selection for a variety of merchandise

5.9.13 Visual Presentation—analyze merchandising arrangement techniques and discuss the importance of creating and maintaining an image