

Fashion Marketing (8140)

Teaching Resources

DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.

For additional information about the student organization, contact DECA, Inc., 1908 Association Drive, Reston, VA 20191, phone (703) 860-5000, FAX (703) 860-4013. See the DECA, Inc. home page at <http://www.deca.org> and the Virginia DECA home page at <http://www.vadeca.org>.

Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking/problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations

Related DECA, Inc. Competitive Events

CTE student organization information correlates to course content. [These DECA, Inc. competitive events available in Virginia](#) enable students to apply and practice tasks they have mastered within the course. Other events may be applicable upon instructor discretion. Refer to the [Chapter Management Guide](#) for more information.

Teacher Resource

Exploring the History and Nature of Fashion

- [Fashion History Timeline](#), Fashion Institute of New York, State University of New York.
- [What is Fashion?](#), Public Broadcasting Service.
- [Vintage Fashion Timeline](#), Vintage Fashion Guild.

Characterizing Textiles

- [Textiles Nanotechnology Laboratory](#), Cornell University.
- [Needles and Pins: Textiles and Tools](#), Museum of International Folk Art.
- [Textiles](#), National Museum of American History.
- [The Textile Museum](#), The George Washington University Museum.
- [Textile Fibers](#), Utah Education Network.

Analyzing Design and Color Fundamentals

- [Introduction to the Principles of Design and Balance](#), Utah Education Network.

Understanding Marketing Concepts

- [U.S. Small Business Administration learning resources](#). Free, web-based business and marketing courses, including *Plan Your Business*, *Launch Your Business*, *Manage Your Business* and *Grow Your Business*.
- *Marketing* (DVD), Standard Deviants. ISBN 1-59443-496-4.

Exploring Trends in the Fashion Industry

- [Exploration of the Perpetuating Fast Fashion Consumption Cycle: Young Women's Experiences in Pursuit of an Ideal Self-image, 2019](#). Iowa State University.

Exploring Fashion Retailing

- [Fashion Strategies](#), Utah Education Network.
- [Frontline: Is Walmart Good for America?](#), Public Broadcasting Service.
- [To Our Credit: Pricing Merchandise](#), Public Broadcasting Service.
- [Pricing of Retail Merchandise](#) – Virginia Law

Identifying Fashion Market Centers

- [Fashion Capitals](#), Utah Education Network.

Analyzing Fashion Information Media

- [Trade Journals Online](#), Gladys Marcus Library, Fashion Institute of Technology, State University of New York.
- [WWD](#) For over a century, WWD has been the voice of authority for the fashion, retail and beauty industries.

Analyzing Economics in the Fashion Industry

- [The Economic Impact of the Fashion Industry \(2015\)](#), U.S. Congress Joint Economic Committee

Developing a Promotional Mix

- [How To Establish a Promotional Mix](#), The Edward Lowe Foundation.
- [Marketing's Promotional Mix: Definition and How to Use It](#), The Edward Lowe Foundation.

Enhancing Communication and Customer Service Skills

- [Electronic Etiquette In and Out of the Classroom: Dos and Don'ts](#), Indiana University East.
- [Instructional Resources for Virginia's Workplace Readiness Skills](#) (including communication skills, customer service skills, and employability skills), the CTE Resource Center

Developing Employability Skills and Planning a Career in Fashion

- [Virginia Education Wizard](#)
- [Virginia Employment Commission](#)
- *Get that Job* (DVD), Standard Deviants.

Planning a Career in Fashion

- [Virginia Career VIEW](#)
- [Fashion Jobs](#), WWD Careers

General Resources

- [Virginia DECA](#)
- Wolfe, Mary. *Fashion Marketing and Merchandising*. Tinley Park, Ill.: Goodheart-Willcox, 2019.
- Stone, Claire. *The Dynamics of Fashion*. New York: Fairchild, 2018.
- [United States Small Business Administration](#)

Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”