

# **Apparel and Accessories Marketing Individual Series Events**

## **Performance Indicators**

### Performance Indicators 2007-08 DECA Competitive Events

Performance Indicators for this competitive event are used to define the parameters of the written exam, role-plays, case studies and other activities that are part of the overall competition.

This list was compiled by MarkED and represents its preliminary efforts to support all DECA competitive events within the overall framework of the National Marketing Education Standards. Individual indicators are based on a review of prior MarkED research and on extensive review of available online and print literature—both from industry and education. Over the next year, MarkED will refine the list, edit, and evaluate individual indicators and validate the entire list with the national business community.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Marketing Education Standards, please visit the MarkED web site at [www.Mark-ED.org](http://www.Mark-ED.org). Questions may be e-mailed to [betho@mark-ed.com](mailto:betho@mark-ed.com).

**Instructional Area****BUSINESS LAW****Performance Element**

**Acquire foundational knowledge of business laws and regulations to understand their nature and scope.**

**Performance Indicators**

Describe legal issues affecting businesses  
Describe the nature of legally binding contracts

**Performance Element**

**Adhere to commerce laws and regulations to establish and continue business operations.**

**Performance Indicators**

Explain types of business ownership

**Instructional Area****COMMUNICATION SKILLS****Performance Element**

**Read to acquire meaning from written material and to apply the information to a task.**

**Performance Indicators**

Identify sources that provide relevant, valid written material  
Extract relevant information from written materials  
Apply written directions to achieve tasks  
Analyze company resources to ascertain policies and procedures

**Performance Element**

**Apply verbal skills to obtain and convey information.**

**Performance Indicators**

Explain the nature of effective verbal communications  
Ask relevant questions  
Apply active listening skills  
Interpret others' nonverbal cues  
Provide legitimate responses to inquiries  
Defend ideas objectively  
Handle telephone calls in a businesslike manner  
Participate in group discussions  
Make oral presentations

**Performance Element**

**Write effectively to convey information.**

**Performance Indicators**

Explain the nature of effective written communications  
Write business letters  
Write informational messages  
Write inquiries  
Write persuasive messages  
Prepare simple written reports

**Performance Element****Communicate with staff to clarify workplace objectives.****Performance Indicators**

Follow directions  
 Explain the nature of staff communication  
 Participate in a staff meeting

**Performance Element****Additional specialized performance indicators****Performance Indicators**

Give directions to other locations

**Instructional Area****ECONOMICS****Performance Element****Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in business.****Performance Indicators**

Distinguish between economic goods and services  
 Explain the concept of economic resources  
 Describe the concepts of economic scarcity and economic activities  
 Determine economic utilities created by business activities  
 Explain the principles of supply and demand  
 Describe the concept of price

**Performance Element****Recognize the nature of business to understand its contributions to society.****Performance Indicators**

Explain the role of business in society  
 Describe types of business activities

**Performance Element****Differentiate among economic systems to understand the environments in which businesses function.****Performance Indicators**

Explain the types of economic systems  
 Determine the relationship between government and business  
 Describe the nature of taxes  
 Explain the concept of private enterprise  
 Identify factors affecting a business's profit  
 Determine factors affecting business risk  
 Explain the concept of competition  
 Describe businesses' market structures

**Performance Element****Analyze cost/profit relationships to guide business decision-making.****Performance Indicators**

Explain the concept of productivity  
 Analyze impact of specialization/division of labor on productivity  
 Explain the concept of organized labor and business  
 Explain the impact of the law of diminishing returns

**Performance Element**

**Identify economic indicators to measure economic trends and conditions.**

**Performance Indicators**

Explain measures used to analyze economic conditions  
Describe the concept of price stability as an economic measure  
Discuss the measure of consumer spending as an economic indicator  
Discuss the impact of a nation's unemployment rates  
Describe the economic impact of inflation on business.  
Explain the economic impact of interest-rate fluctuations.  
Determine the impact of business cycles on business activities

**Performance Element**

**Determine international trade's impact on business decision-making.**

**Performance Indicators**

Explain the nature of international trade  
Discuss the impact of cultural and social environments on world trade

**Performance Element**

**Additional specialized performance indicators**

**Performance Indicators**

Describe the evolution of retail competition  
Identify the effects of international trade on buying and merchandising

**Instructional Area****EMOTIONAL INTELLIGENCE****Performance Element**

**Develop awareness of personal feelings and their impact on others to foster self-understanding.**

**Performance Indicators**

Describe the nature of emotional intelligence  
Explain the concept of self-esteem  
Recognize personal biases and stereotypes  
Assess personal strengths and weaknesses

**Performance Element**

**Exhibit techniques to manage emotional reactions to people and situations.**

**Performance Indicators**

Identify desirable personality traits important to business  
Maintain positive attitude  
Demonstrate interest and enthusiasm  
Demonstrate responsible behavior  
Demonstrate honesty and integrity  
Exhibit self-confidence  
Demonstrate ethical work habits  
Demonstrate initiative  
Demonstrate self-control  
Explain the use of feedback for personal growth  
Adjust to change  
Lead change  
Demonstrate adaptability  
Develop an achievement orientation  
Explain the nature of stress management

**Performance Element**

**Understand others' feelings, needs, and concerns to enhance interpersonal relations.**

**Performance Indicators**

Respect the privacy of others  
 Show empathy for others  
 Explain the nature of positive customer/client relations  
 Demonstrate a customer-service mindset  
 Develop cultural sensitivity  
 Explain the impact of political relationships within an organization

**Performance Element**

**Manage internal and external business relationships to foster positive interactions.**

**Performance Indicators**

Explain the nature of effective communications  
 Treat others fairly at work  
 Use appropriate assertiveness  
 Foster positive working relationships  
 Explain the concept of leadership  
 Participate as a team member  
 Use consensus-building skills  
 Persuade others  
 Explain ethical considerations in providing information  
 Reinforce service orientation through communication  
 Respond to customer inquiries  
 Use conflict-resolution skills  
 Handle difficult customers  
 Interpret business policies to customers/clients  
 Handle customer/client complaints  
 Handle situations when the customer is at fault

**Instructional Area****FINANCIAL ANALYSIS****Performance Element**

**Acquire an understanding of the fundamental principles of money needed to make financial exchanges.**

**Performance Indicators**

Explain the nature and scope of financing  
 Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.)  
 Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)  
 Describe functions of money (medium of exchange, unit of measure, store of value)  
 Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)  
 Explain the time value of money  
 Explain the purposes and importance of credit  
 Explain legal responsibilities associated with financial exchanges

<b>Performance Element</b>	<b>Analyze financial needs and goals to determine financial requirements.</b>
<b>Performance Indicators</b>	<p>Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)</p> <p>Set financial goals</p> <p>Develop personal budget</p> <p>Determine profitability of business services</p>
<b>Performance Element</b>	<b>Manage personal finances to achieve financial goals.</b>
<b>Performance Indicators</b>	<p>Explain the nature of tax liabilities</p> <p>Interpret a pay stub</p> <p>Maintain financial records</p> <p>Read and reconcile bank statements</p> <p>Demonstrate the wise use of credit</p> <p>Validate credit history</p> <p>Protect against identity theft</p> <p>Prepare personal income tax forms</p>
<b>Performance Element</b>	<b>Acquire foundational knowledge of financial-services providers to understand their role in financial-goal achievement.</b>
<b>Performance Indicators</b>	<p>Describe types of financial-services providers</p> <p>Discuss considerations in selecting a financial-services provider</p>
<b>Performance Element</b>	<b>Understand the need for investing to ensure financial well being.</b>
<b>Performance Indicators</b>	<p>Explain types of investments</p> <p>Establish investment goals and objectives</p>
<b>Performance Element</b>	<b>Understand potential business threats and opportunities to protect a business's financial well being.</b>
<b>Performance Indicators</b>	<p>Describe the concept of insurance</p>
<b>Performance Element</b>	<b>Understand accounting's role and function in business to track money flow and to determine financial status.</b>
<b>Performance Indicators</b>	<p>Explain the concept of accounting</p> <p>Explain the need for accounting standards (GAAP)</p> <p>Prepare invoices</p> <p>Maintain petty cash records</p> <p>Maintain daily financial transactions</p> <p>Record and report sales tax</p> <p>Describe the nature of cash flow statements</p> <p>Explain the nature of balance sheets</p> <p>Describe the nature of profit-and-loss statements</p>

**Performance Element****Manage financial resources to ensure solvency.****Performance Indicators**

Describe the nature of budgets

**Performance Element****Additional specialized performance indicators****Performance Indicators**

Complete bank deposits/records

**Instructional Area****HUMAN RESOURCE MANAGEMENT****Performance Element****Lead staff growth and development to increase productivity and employee satisfaction.****Performance Indicators**

Orient new employees

**Instructional Area****INFORMATION MANAGEMENT****Performance Element****Maintain business records to facilitate business operations.****Performance Indicators**Describe the nature of business records  
Maintain customer records**Performance Element****Utilize information-technology tools to manage and perform work responsibilities.****Performance Indicators**Identify ways that technology impacts business  
Demonstrate basic e-mail functions  
Demonstrate personal information management/productivity applications  
Demonstrate basic web-search skills  
Demonstrate basic word processing skills  
Demonstrate basic presentation applications  
Demonstrate basic database applications  
Demonstrate basic spreadsheet applications  
Demonstrate collaborative/groupware applications  
Describe the role of technology in risk management**Performance Element****Acquire information to guide business decision-making.****Performance Indicators**Describe current business trends  
Monitor internal records for business information  
Conduct an environmental scan to obtain business information

**Performance Element****Performance Indicators****Additional specialized performance indicators**

Identify issues and trends in retailing  
 Identify reasons for changes occurring in retailing  
 Analyze the impact of technology on retailing  
 Identify fashion trends

**Instructional Area****MARKETING****Performance Element**

**Acquire an understanding of marketing's role and function in business to facilitate economic exchanges with customers.**

**Performance Indicators**

Explain marketing and its importance in a global economy  
 Describe marketing functions and related activities

**Performance Element****Performance Indicators****Additional specialized performance indicators**

Distinguish between merchandising and marketing

**Instructional Area****OPERATIONS****Performance Element**

**Acquire knowledge of health and safety regulations needed to support a safe work environment.**

**Performance Indicators**

Describe health and safety regulations in business  
 Report noncompliance with business health and safety regulations

**Performance Element****Performance Indicators**

**Evaluate safety issues needed to protect employees.**

Follow instructions for use of equipment, tools, and machinery  
 Follow safety precautions  
 Maintain a safe work environment  
 Explain procedures for handling accidents  
 Handle and report emergency situations

**Performance Element****Performance Indicators**

**Analyze security issues to protect employees and to minimize loss.**

Explain routine security precautions  
 Identify the key loss prevention methods used by retailers to reduce shrinkage

<b>Performance Element</b>	<b>Analyze purchasing activities implemented to obtain business supplies and equipment.</b>
<b>Performance Indicators</b>	Explain the nature and scope of purchasing Place orders/reorders
<b>Performance Element</b>	<b>Acquire an understanding of production's role and function in business to recognize its need in an organization.</b>
<b>Performance Indicators</b>	Explain the concept of production Describe production activities
<b>Performance Element</b>	<b>Utilize business systems to expedite workflow and enhance a business's image.</b>
<b>Performance Indicators</b>	Describe crucial elements of a quality culture
<b>Performance Element</b>	<b>Implement organizational skills to improve efficiency and workflow.</b>
<b>Performance Indicators</b>	Use time-management principles Develop project plan Manage projects
<b>Performance Element</b>	<b>Implement expense-control strategies to enhance a business's financial well being.</b>
<b>Performance Indicators</b>	Explain the nature of overhead/operating costs Explain employee's role in expense control
<b>Performance Element</b>	<b>Perform activities to facilitate ongoing business operations.</b>
<b>Performance Indicators</b>	Maintain inventory of supplies Identify resources needed for project Identify routine activities for maintaining business facilities and equipment
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Write purchase orders Analyze the use of central buying Determine what to buy Determine quantities to buy Determine when to buy Negotiate terms with vendors Follow up orders Open/close business facility

**Instructional Area****PROFESSIONAL DEVELOPMENT****Performance Element**

**Acquire self-development skills to enhance relationships and improve efficiency in the work environment.**

**Performance Indicators**

Maintain appropriate personal appearance  
 Demonstrate orderly and systematic behavior  
 Determine vision  
 Set personal goals  
 Make decisions  
 Demonstrate problem-solving skills  
 Demonstrate negotiation skills  
 Demonstrate appropriate creativity

**Performance Element**

**Participate in career-planning to enhance job-success potential.**

**Performance Indicators**

Assess personal interests and skills needed for success in business  
 Analyze employer expectations in the business environment  
 Explain the rights of workers  
 Identify sources of career information  
 Identify tentative occupational interest  
 Explain employment opportunities in business

**Performance Element**

**Implement job-seeking skills to obtain employment.**

**Performance Indicators**

Utilize job-search strategies  
 Complete a job application  
 Interview for a job  
 Write a follow-up letter after job interviews  
 Write a letter of application  
 Prepare a resume

**Performance Element**

**Utilize career-advancement activities to enhance professional development.**

**Performance Indicators**

Describe techniques for obtaining work experience (e.g., volunteer activities, internships)  
 Explain the need for ongoing education as a worker  
 Explain possible advancement patterns for jobs  
 Identify skills needed to enhance career progression  
 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)  
 Use networking techniques for professional growth

**Performance Element****Performance Indicators****Additional specialized performance indicators**

Identify career opportunities in retail merchandising  
 Discuss career opportunities in the field of apparel and accessories  
 Explain the role and responsibilities of retail merchandisers  
 Explain the apparel segment of the fashion industry  
 Explain the importance of merchandising to retailers and to e-tailers  
 Identify merchandising activities  
 Explain the nature of the merchandising cycle  
 Describe classifications of retailers  
 Explain the growth of non-store retailing  
 Discuss the use of catalogs in non-store retailing

**Instructional Area****STRATEGIC MANAGEMENT****Performance Element****Performance Indicators**

**Recognize management's role to understand its contribution to business success.**

Explain the concept of management  
 Describe the nature and scope of risk management  
 Identify the various types of business risk

**Performance Element****Performance Indicators**

**Control an organization's/department's activities to encourage growth and development.**

Describe the nature of managerial control (control process, types of control, what is controlled)

**Instructional Area****DISTRIBUTION****Performance Element****Performance Indicators**

**Acquire foundational knowledge of distribution to understand its role in marketing.**

Explain the nature and scope of distribution  
 Explain the relationship between customer service and distribution  
 Explain the nature of channels of distribution  
 Describe the use of technology in the distribution function  
 Explain legal considerations in distribution  
 Describe ethical considerations in distribution

**Performance Element****Performance Indicators**

**Manage distribution activities to minimize costs and to determine distribution strategies.**

Coordinate distribution with other marketing activities  
 Explain the nature of channel-member relationships

**Performance Element****Performance Indicators****Additional specialized performance indicators**

Explain the relationship between customer service and distribution  
 Use an information system for order fulfillment  
 Explain the receiving process  
 Explain stock-handling techniques used in receiving deliveries  
 Process incoming merchandise  
 Resolve problems with incoming shipments  
 Process returned/damaged product  
 Route stock to sales floor  
 Store merchandise  
 Fulfill orders  
 Select best shipping method  
 Maintain inventory levels  
 Complete inventory counts  
 Monitor merchandise classification system  
 Describe inventory control systems  
 Explain types of unit inventory-control systems  
 Determine inventory shrinkage  
 Maintain inventory-control systems  
 Explain distribution issues and trends

**Instructional Area****MARKETING-INFORMATION MANAGEMENT****Performance Element**

**Acquire foundational knowledge of marketing-information management to understand its nature and scope.**

**Performance Indicators**

Describe the need for marketing information  
 Explain the nature and scope of the marketing-information management function  
 Explain the role of ethics in marketing-information management  
 Describe the use of technology in the marketing-information management function

**Performance Element**

**Collect marketing information to ensure accuracy and adequacy of data for decision-making.**

**Performance Indicators**

Identify information monitored for marketing decision making  
 Collect marketing information from others  
 Explain the nature of marketing research in a marketing-information management system

**Performance Element**

**Process marketing information to test hypotheses and/or to resolve issues.**

**Performance Indicators**

Describe techniques for processing marketing information  
 Explain the use of databases in organizing marketing data  
 Interpret descriptive statistics for marketing decision making

<b>Performance Element</b>	<b>Employ marketing information to plan marketing activities.</b>
<b>Performance Indicators</b>	<p>Explain the concept of marketing strategies</p> <p>Explain the concept of market and market identification</p> <p>Explain the nature of marketing planning</p> <p>Explain the nature of marketing plans</p> <p>Explain the role of situational analysis in the marketing-planning process</p> <p>Explain the nature of sales forecasts</p>
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Determine customer demand for merchandise
<b>Instructional Area</b>	<b>PRICING</b>
<b>Performance Element</b>	<b>Develop a foundational knowledge of pricing to understand its role in marketing.</b>
<b>Performance Indicators</b>	<p>Explain the nature and scope of the pricing function</p> <p>Describe the role of business ethics in pricing</p> <p>Explain the use of technology in the pricing function</p> <p>Explain legal considerations for pricing</p>
<b>Performance Element</b>	<b>Employ pricing strategies to determine prices.</b>
<b>Performance Indicators</b>	Explain factors affecting pricing decisions
<b>Instructional Area</b>	<b>PRODUCT/SERVICE MANAGEMENT</b>
<b>Performance Element</b>	<b>Acquire a foundational knowledge of product/service management to understand its nature and scope.</b>
<b>Performance Indicators</b>	<p>Explain the nature and scope of the product/service management function</p> <p>Identify the impact of product life cycles on marketing decisions</p> <p>Describe the use of technology in the product/service management function</p> <p>Explain business ethics in product/service management</p>
<b>Performance Element</b>	<b>Generate product ideas to contribute to ongoing business success.</b>
<b>Performance Indicators</b>	<p>Identify product opportunities</p> <p>Identify methods/techniques to generate a product idea</p>

<b>Performance Element</b>	<b>Develop an understanding of quality assurances to enhance product/service knowledge.</b>
<b>Performance Indicators</b>	Describe the uses of grades and standards in marketing Explain warranties and guarantees Identify consumer protection provisions of appropriate agencies
<b>Performance Element</b>	<b>Employ product-mix strategies to meet customer expectations.</b>
<b>Performance Indicators</b>	Explain the concept of product mix Describe the nature of product bundling
<b>Performance Element</b>	<b>Position products/services to acquire desired business image.</b>
<b>Performance Indicators</b>	Describe factors used by marketers to position products/businesses Explain the nature of branding
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	Explain the nature of merchandise plans (budgets) Plan stock Plan reductions Plan purchases Compare and contrast buying from domestic sources with that of foreign sources Determine final cost of purchases from domestic and international sources Plan and make market trips Describe theories of the origin of fashion products Describe the influence of historical events on fashion products Explain the influence of economic/demographic/social/political/geographic/psychological factors on fashion Explain the components of fashion (style, color, and functionality) Explain the elements and principles of line and design in fashion Describe the principles of color in fashion Explain the nature of the fashion cycle Identify fashion market centers Calculate open-to-buy Explain the role of fashion designers
<b>Instructional Area</b>	<b>PROMOTION</b>
<b>Performance Element</b>	<b>Acquire a foundational knowledge of promotion to understand its nature and scope.</b>
<b>Performance Indicators</b>	Explain the role of promotion as a marketing function Explain the types of promotion Identify the elements of the promotional mix Describe the use of business ethics in promotion Describe the use of technology in the promotion function Describe the regulation of promotion

<b>Performance Element</b>	<b>Advertise to communicate promotional messages to targeted audiences.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Explain the types of advertising media</li> <li>Explain components of advertisements</li> <li>Explain the nature of direct advertising strategies</li> <li>Describe considerations in using databases in advertising</li> </ul>
<b>Performance Element</b>	<b>Manage promotional activities to maximize return on promotional efforts.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Explain the nature of a promotional plan</li> <li>Coordinate activities in the promotional mix</li> </ul>
<b>Performance Element</b>	<b>Additional specialized performance indicators</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Plan special events</li> <li>Prepare store/department for special event</li> <li>Explain the use of visual merchandising in retailing</li> <li>Explain types of display arrangements</li> <li>Maintain displays</li> <li>Dismantle/store displays/display fixtures/forms</li> <li>Create promotional signs</li> <li>Select and use display fixtures/forms</li> <li>Set up point-of-sale displays and handouts</li> <li>Explain the use of wall space to display merchandise</li> <li>Create displays</li> <li>Describe the maintenance considerations for displays</li> <li>Plan/schedule displays/themes with management</li> <li>Arrange trunk showing (apparel)</li> <li>Explain key elements of a fashion show</li> <li>Describe steps used in designing and preparing displays</li> </ul>
<b>Instructional Area</b>	<b>SELLING</b>
<b>Performance Element</b>	<b>Acquire a foundational knowledge of selling to understand its nature and scope.</b>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>Explain the nature and scope of the selling process</li> <li>Explain the role of customer service as a component of selling relationships</li> <li>Explain key factors in building a clientele</li> <li>Explain company selling policies</li> <li>Explain business ethics in selling</li> <li>Describe the use of technology in the selling function</li> <li>Describe the nature of selling regulations</li> </ul>

**Performance Element**

**Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.**

**Performance Indicators**

Acquire product information for use in selling  
Analyze product information to identify product features and benefits  
Demonstrate product knowledge

**Performance Element**

**Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.**

**Performance Indicators**

Explain the selling process

**Performance Element**

**Additional specialized performance indicators**

**Performance Indicators**

Use characteristics of fibers, yarns, fabrics, and materials to identify benefits  
Use characteristics of fabric finishings to identify benefits  
Use garment construction methods to identify benefits  
Determine customer benefits of model characteristics of men's apparel  
Determine customer benefits of silhouette characteristics of women's apparel  
Use characteristics of men's accessories to identify benefits  
Use characteristics of women's accessories to identify benefits  
Use characteristics of women's foundations/lingerie to identify benefits  
Use characteristics of swimwear to identify benefits  
Use characteristics of outerwear to identify benefits  
Use characteristics of shoes/footwear to identify benefits  
Explain the use of brand names in selling  
Explain fashion-brand images  
Establish relationship with customer  
Determine customer needs  
Analyze customers (apparel and accessories)  
Determine size and fit of children's apparel  
Determine size and fit of women's apparel  
Determine size and fit of men's apparel  
Determine size and fit of shoes  
Recommend specific product  
Use style characteristics to sell men's apparel  
Use style characteristics to sell women's apparel  
Convert customer/client objections into selling points  
Close the sale  
Demonstrate suggestion selling  
Show customers fashionable ways to accessorize garments  
Plan follow-up strategies for use in selling  
Calculate miscellaneous charges  
Process sales transactions  
Accept checks from customers  
Operate register/terminal  
Prepare cash drawers/banks  
Open/Close register/terminal  
Arrange alterations  
Arrange delivery of purchases  
Pack and wrap purchases  
Process special orders  
Sell gift certificates

**Performance Indicators**

Process telephone orders  
Process returns/exchanges  
Process sales documentation