



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Merchandising

**INSTRUCTIONAL AREA**  
Marketing

## **FASHION MERCHANDISING AND MARKETING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications 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
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Discuss actions employees can take to achieve the company's desired results.
4. Profile target customer.
5. Set prices.

## **CASE STUDY SITUATION**

You are the director of marketing for DUKE, a retailer that sells apparel and accessories for young men. DUKE sells a wide variety of hip, trendy men's clothing along with shoes and other accessories. While the retailer is not upscale, the prices are higher than other men's clothing stores. Employees are called stylists rather than associates. Currently there are over 600 DUKE stores, all located in large metropolitan areas.

In an effort to attract new clientele, the director of merchandising has developed a new service to offer in all DUKE stores. Young men will soon be able to walk into any DUKE store and purchase a style package. With the purchase of a style package, a DUKE stylist will outfit the customer in one, two or three DUKE outfits and photograph the customer in each with the customer's camera or phone. The customer is then able to use the photos for social media, dating websites and other web-based applications. This will help young men improve their online image and showcase DUKE apparel.

The director of merchandising knows there are many young men that utilize dating websites and social media, as well as other web-based applications, and do not have photographs that are flattering. The director of merchandising feels that the style package will draw many new customers into DUKE stores.

## **YOUR CHALLENGE**

The director of merchandising has asked you to help finalize specific details and make suggestions for proper marketing:

- Profile the target customer for the style package
- Determine price for style package for one outfit, two outfits and three outfits
- Decide if the style package includes coupons or incentives for making a purchase
- Describe how DUKE stylists can encourage customers to purchase a style package

You will present your recommendations to the director of merchandising in a meeting to take place in the director's office. The director may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**FASHION MERCHANDISING AND MARKETING,  
2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 1

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Marketing

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe marketing functions and related activities?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Profile target customer?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						