

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.

BENCHMARKS	COURSE TITLES				
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					

Primary Delivery - **P**
 Secondary Delivery - **S**

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BENCHMARKS	COURSE TITLES				
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					

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BENCHMARKS	COURSE TITLES				
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					

Primary Delivery - **P**
Secondary Delivery - **S**