

# Minnesota

## Articulated College Credit Agreement

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### Articulated College Credit (ACC) Agreement

Through Articulated College Credit (ACC), specific college curriculum learning outcomes and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

**Agreement Name:** Fashion Retailing  
**Agreement Year:** 2023-2024

**These credits are valid for students in grades 10-12 for 5 years from the completion of this course.**

College	College Course	College Programs	ACC
Alexandria Technical College	FASH 1601 – Introduction to Fashion Retailing	Fashion Management (A.A.S. – 64 cr.)	3 of 3 credits

### Course Description

This course is a foundation for the learner to gain knowledge about the business of fashion. An overview of the many facets of the fashion business including design, production merchandising, and promotion are covered. The course traces the development of fashion and the fashion industry and covers the concepts of consumer demand and fashion acceptance. Particular emphasis is placed on the today’s retail fashion environment and the rapid changes that are occurring in that sector of the fashion business. In addition, the learner is made aware of the many career opportunities that exist in the fashion business.

### Course Content Areas

There must be at least an **85% match between the college and high school courses.**

1. Explain how fashion has reflected social, cultural, political, economic and technological changes through history.
2. Link the importance of consumer demographics and psychographics to fashion marketing and various types of retail stores.
3. Identify fashion cycles and how they relate to consumer acceptance.
4. Discuss major sources of market research in the fashion business.
5. Explain fiber and textile characteristics, production and marketing.
6. Identify the product development process including design, sourcing, costing, and line releases/market week preparation.
7. Explain manufacturer-retailer relationships, roles and activities.

8. Identify the responsibilities and functions carried out in typical retail organizations including the store line and the buying line.
9. Explain the major aspects of retail pricing and mark up and growth of private-brands.

### Curriculum Learning Outcomes

1. Describe, define and explain the nature and the business of fashion retailing, including the major segments of fashion retailing, and describe the fashion marketing chain.
2. Describe the production aspects in fashion, including textiles, design principles, and product sourcing.
3. Describe the contemporary retail fashion environment, competitive strategies, and challenges facing fashion retailers.

### Textbooks

Please go to [www.alextech.edu](http://www.alextech.edu) on line bookstore for the most up to date textbooks selections used.

### Course Assessments

Students must achieve an 80% or better in the high school course to be eligible for articulated college credits. **There must be at least an 85% match between the college and high school courses.** Evaluations can include but are not limited to all assessments housed on the [www.CTEcreditMn.com](http://www.CTEcreditMn.com) website.

### Guest Speaker

Kristin Daby, the instructor from Alexandria Technical & Community College is willing to speak to your students. Contact her at [kristind@alextech.edu](mailto:kristind@alextech.edu)

### Recommended Industry-Recognized Certification And Comprehensive Assessments – College & High School

Certification/Assessment	Vendor	Other Information
Fashion Merchandising	NOCTI	<a href="http://www.nocti.org">www.nocti.org</a>
Fashion Merchandising I (415)	Precision Exams	<a href="http://www.precisionexams.org">www.precisionexams.org</a>
Fashion Merchandising, Advanced (406)	Precision Exams	<a href="http://www.precisionexams.org">www.precisionexams.org</a>