

MS-CPAS Blueprint Summary

Assessment:	Fashion Merchandising
Test Code:	21442Y1-2018
CIP Code:	521902
Certificate:	Career
Type:	PS

The MS-CPAS Blueprint Summary indicates the number of assessment questions related to each unit on the assessment and indicates the relative emphasis placed on each unit. All of the listed competencies will appear on the assessment, but because of the length of the assessment, not every competency will be equally represented in the assessment. The MS-CPAS Blueprint Summary includes a variety of information, which is explained below:

Terms and Definitions	
Assessment:	This signifies the name of the assessment, which corresponds with the name of the pathway or program.
CIP Code:	Developed by the U.S. Department of Education's National Center for Education Statistics (NCES), CIP codes are a federal coding system utilized for assessment and reporting of fields of study and program completions activity tracking.
Test Code:	A unique code that serves to numerically identify a specific assessment
DOK Levels:	Based on Webb's Depth of Knowledge (DOK), this signifies the assessment item difficulty factor to be expected in each unit. The three levels are as follows: <i>1 = Recall and Reproduction, 2 = Skills and Concepts, 3 = Short-term Strategic Thinking</i> Some postsecondary programs will not use DOK levels until the next revision.
Instructional Hours:	The total number of hours assigned to a unit per the pathway's curriculum
Total Items:	The total number of items assigned to each unit on the assessment. It is calculated as follows:
Active Items:	The number of items on the assessment that will be graded
Field-test Items:	The number of items that are being field-tested, or piloted, to determine their eligibility for inclusion as an active Item on future assessments. These items are not graded and, thus, will not impact the student's final score.
Total Assessed Items:	The total number of items on the given assessment. It is calculated as follows: <i>Active Items + Field-test Items</i>

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Assessment:	Fashion Merchandising	
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Total Hours:	Instructional Hours	Total Items
FMT 1213 Fashion Marketing	3	10
<ol style="list-style-type: none"> 1. Understand the marketing concept and how it relates to the fashion industry. 2. Discuss the importance of and methods for identifying and marketing to a specific target market. 3. Understand the impact of the external environment on fashion. 4. Identify marketing activities that are particular to the fashion industry. 5. Understand the importance of brand development and management. 6. Examine the implication of cross-channel shopping in relation to a company's business strategy and marketing efforts. 7. Create and present a creative marketing campaign for a fashion-related business. 		
FMT 2513 Image and Wardrobe Consulting	3	10
<ol style="list-style-type: none"> 1. Understand the physical, social, and psychological aspects of image. 2. Understand the processes of assessing personal image. 3. Demonstrate ability to develop and coordinate a wardrobe based on body type, skin tone, personality, lifestyle, budget, and desired personal image. 4. Understand business etiquette when working with new and existing clients. 5. Plan, coordinate, and present an image makeover to a client. 		
FMT 1133 Introduction to Fashion	3	10
<ol style="list-style-type: none"> 1. Discuss the evolution of fashion. 2. Discuss historic clothing as it relates to current fashion. 3. Understand the fundamentals of fashion and the basic principles that direct fashion movement and change. 4. Identify the various career opportunities within the fashion industry. 5. Complete a project illustrating the impact of various fashion designers upon the industry. 		
MMT 1113 Principles of Marketing	3	10
<ol style="list-style-type: none"> 1. Explore each facet of the marketing mix and marketing strategies. 		
Active Items		40
Field-Test Items		10
TOTAL ASSESSED ITEMS		50

MS-CPAS Blueprint Summary

Assessment:	Fashion Merchandising
Test Code:	21442Y2-2018
CIP Code:	521902
Certificate:	Technical
Type:	PS

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CIP Code:	521902	
Total Hours:	10	
	Instructional Hours	Total Items
FMT 2414 Visual Merchandising	4	16
1. Understand the fundamental aspects of visual merchandising.		
2. Complete a variety of projects using best practices and strategies in visual merchandising.		
FMT 1243 Fashion Analysis	3	12
1. Describe and differentiate materials used in various types of apparel and related products.		
2. Recognize quality features of apparel and accessories.		
3. Demonstrate ability to classify sizes and to determine proper fit and care of apparel.		
4. Recognize common styles of accessories and clothing.		
MMT 1313 Selling	3	12
1. Identify and execute effective promotion through personal selling.		
	Active Items	40
	Field-Test Items	10
	TOTAL ASSESSED ITEMS	50