FASHION MERCHANDISING AND MARKETING EVENT

CAREER CLUSTER
Marketing

CAREER PATHWAY
Merchandising

INSTRUCTIONAL AREA
Promotion

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Case Study Situation.

You have up to 30 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 15 minutes to present to the judge(s).

You will be evaluated on your solution to the case study, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of product/service branding.
- Develop visual presentation guidelines.
- Explain the use of visual merchandising in retailing.
- Explain types of display arrangements.
- Explain the use of brand names in selling.

Published 2026 by DECA Inc. Copyright © 2026 by DECA Inc. No part of this publication may be reproduced for resale or posted online without written permission from the publisher. Printed in the United States of America.

CASE STUDY SITUATION

You are the director of visual merchandising for **GRAHAM**, an iconic line of men's apparel produced by the designer label **MASTER GUILD**. **GRAHAM** was first launched in the 1980s and initially included tailored, sophisticated sportswear for men. The brand later expanded and now has four core products for men: sportswear, knitwear, blazers and button-down shirts. **GRAHAM's** primary market is professional men, ages 34-65 years old.

GRAHAM products are available at high-end department stores. **MASTER GUILD** has strict visual presentation guidelines for the retailers to follow for setting up and maintaining the **GRAHAM** section of the men's department. **GRAHAM** must be centered in the men's departments and use only the specialty tables, décor, display fixtures, lighting and spray scents provided by **MASTER GUILD**. A **GRAHAM** visual merchandiser will bring in a team to complete the initial set up to ensure it is consistent.

GRAHAM's visual presentation reflects an aspirational affluent aesthetic. The area includes deep mahogany woods with gold tones connecting the brand with success.

MASTER GUILD has created a new brand of apparel to target younger men. The brand, **KNOWLEDGE**, will feature the same core products as **GRAHAM**, but include denim and other casual pants. **KNOWLEDGE** apparel will feature trendier colors and styles but still maintain the high quality and craftsmanship of **MASTER GUILD**.

YOUR CHALLENGE

The chief marketing officer wants your thoughts on placing **KNOWLEDGE** in the men's department or in the junior's department of department stores. Next, the chief marketing officer wants you to develop visual presentation guidelines for the **KNOWLEDGE** section in department stores. The visual presentation guidelines must include information about display fixtures, décor, lighting as well as an overall description of the aesthetic. You must explain how the visual presentation guidelines will affect **KNOWLEDGE'S** branding.

Published 2026 by DECA Inc. Copyright © 2026 by DECA Inc. No part of this publication may be reproduced for resale or posted online without written permission from the publisher. Printed in the United States of America.

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.

Published 2026 by DECA Inc. Copyright © 2026 by DECA Inc. No part of this publication may be reproduced for resale or posted online without written permission from the publisher. Printed in the United States of America.

FASHION MERCHANDISING AND MARKETING – 2026

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Promotion

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of product/service branding.	0-1-2-3	4-5-6	7-8-9	10	
2.	Develop visual presentation guidelines.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain the use of visual merchandising in retailing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain types of display arrangements.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the use of brand names in selling.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	**Unique** Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	**Practical** Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	**Effective** Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	**Critical Thinking** Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	**Communication** Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	**Decision Making** Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
					TOTAL SCORE	

Published 2026 by DECA Inc. Copyright © 2026 by DECA Inc. No part of this publication may be reproduced for resale or posted online without written permission from the publisher. Printed in the United States of America.