

Business Education Planned Course: Fashion Marketing – Grades 9-12

- State Curriculum Standards:
- 1.1.11D Identify, describe, evaluate and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.
 - 1.1.11E Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationship to other words. Use dictionary or related reference.
 - 1.1.11F Understand the meaning of and apply key vocabulary across the various subject areas.
 - 1.2.11A Read and understand essential content of informational texts and documents in all academic areas. Differentiate fact from opinion across a variety of texts by using complete and accurate information, coherent arguments and points of view. Use teacher and student established criteria for making decisions and drawing conclusions.
 - 1.4.11B Write complex informational pieces. Use precise language and specific detail. Use relevant graphics.
 - 1.6.11A Listen to others. Ask clarifying questions. Synthesize information, ideas and opinions to determine relevancy.
 - 1.6.11D Contribute to discussions. Ask relevant, clarifying questions. Respond with relevant information or opinions to questions asked. Introduce relevant, facilitating information, ideas and opinions to enrich discussion. Paraphrase and summarize as needed.
 - 1.6.11E Participate in small and large group discussions and presentations.
 - 2.2.11A Develop and use computation concepts, operations and procedures with real numbers in problem-solving situations.
 - 2.4.11E Demonstrate mathematical solutions to problems (e.g., in the physical sciences).
 - 2.5.11A Select and use appropriate mathematical concepts and techniques from different areas of mathematics and apply them to solving non-routine and multi-step problems.

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Unit: **The Fundamentals of Fashion**

Content Standard: **Discuss the dimensions of fashion, including fashion terminology, concepts and marketing.**

Course Content	Student Performance	Resources	Assessments
A. The Nature of Fashion (Introduction)	<ul style="list-style-type: none"> Define fashion terms Learn about components of fashion Identify principles of fashion Learn about origins of fashion Describe design, color, textiles and construction of fashion 	<ul style="list-style-type: none"> <u>Fashion Marketing</u> (Thomson/South-Western 2006) Virtual Business software Internet sources Guest speakers Video/DVD supplements 	<ul style="list-style-type: none"> Question/answer sessions Checkpoint questions in chapter Homework Chapter review Activity #1-Nature of fashion Test #1 Project #1-Four components of fashion Activities Video supplements Activity #2-Evaluating window displays Project #2-Visual merchandising boxes Test #2-Window displays Activity #3: Fashion leaders Test #3- Fashion change, acceptance/demand and marketing
B. The Fashion Industry	<ul style="list-style-type: none"> Define fashion marketing basics Identify next hot item Learn about beating the competition 		
C. Visual Merchandising	<ul style="list-style-type: none"> Identify principles of design Research/design themes and settings for windows and displays 		
D. Fashion Change and Consumer Acceptance	<ul style="list-style-type: none"> Identify fashion cycles Define length of cycles Identify consumer groups and leaders Learn how fashion is adopted Identify motives for buying Identify categories of 		

Remediation:

- Review key terms
- Modified exams
- Ensure correct answers of test and re-submit

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	fashion		<ul style="list-style-type: none"> One-on-one tutoring
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Course Content	Student Performance	Resources	Assessments
E. Consumer Demand and Fashion Marketing	<ul style="list-style-type: none"> Determine 4 P's of fashion marketing Define consumer demand Identify consumer groups Learn about economic influences on consumer demand and marketing Define fashion economics Learn about global influences on marketing Identify technological influences on consumers and marketing Learn about marketing chain 		

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Unit: **The Manufacturing of Fashion**

Content Standard: **Describe and discuss the role of international and domestic fashion centers, and manufacturing product development.**

Course Content	Student Performance	Resources	Assessments
A. International Fashion Centers	<ul style="list-style-type: none"> Define global nature of fashion Discuss the influence of the following countries on fashion <ul style="list-style-type: none"> France Italy England Germany Canada United States Identify fashion centers and designers 	<ul style="list-style-type: none"> <u>Fashion Marketing</u> (Thomson/South-Western 2006) Virtual Business software Internet sources Guest speakers Video/DVD supplements 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Activity #4: Designer biography Test #4: International fashion centers Project #2: Designer collage Activity #5: Designing a group, style board, article Test #5: Product and design development Project #3: Shopping bag Activity #6: Selling your line Test #6: Wholesale marketing and distribution
B. Product and Design Development	<ul style="list-style-type: none"> Define product and design development Research developing a sample garment Define line selection 		
C. Wholesale Markets, Sales Promotion and Distribution	<ul style="list-style-type: none"> Identify domestic and international markets Learn about forms and policies of distribution Define sales promotion Research selling to retailers 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Modification of exams Ensure correct answers of test and re-submit One-on-one tutoring

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Unit: **Fashion Retailing**

Content Standard: **Identify the forms of sales promotion, and define visual merchandising, explaining the importance of demographics and psychographics to help determine target markets.**

Course Content	Student Performance	Resources	Assessments
A. Retail Stores	<ul style="list-style-type: none"> Describe the retailing picture Define the retail strategies for the turn of the century Describe the types of retail operations Identify retail organizations Identify multiple-unit stores Define marketing and market research 	<ul style="list-style-type: none"> <u>Fashion Marketing</u> (Thomson/ South-Western 2006) Virtual Business software Internet sources Guest speakers Video/DVD supplements Field trips 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Activity #7 Test #7: Retailing and fashion marketing
B. Retail Fashion Promotion	<ul style="list-style-type: none"> Define planning and direction Recognize fashion advertising Identify publicity Research special events Define visual merchandising Evaluate fashion concepts and design 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Modifications of exams Ensure correct answers of test and re-submit One-on-one tutoring

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Unit: **Using Technology in Fashion**

Content Standard: **Explain retail situation and trends, discuss technical, economic, and global influences on fashion marketing.**

Course Content	Student Performance	Resources	Assessments
A. Technology in the Fashion Industry	<ul style="list-style-type: none"> List the Steps of the Garment Production process Identify the impact of technology 	<ul style="list-style-type: none"> <u>Fashion Marketing</u> (Thomson/South-Western 2006) Virtual Business software 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Checkpoint questions in chapter Homework Chapter review Activity Project
B. Technology and Fashion Marketing	<ul style="list-style-type: none"> Describe research trends in fashion marketing Explain the Importance of technology in fashion inventory management Explain the need for standards in the fashion industry Describe the impact of emerging technologies on fashion marketing 	<ul style="list-style-type: none"> Internet sources Guest speakers Video/DVD supplements 	
C. Data Use in Fashion	<ul style="list-style-type: none"> Learn about collecting Information Analyze and report functions in fashion Research various uses of data 		<p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Modification of exams Ensure correct answers of test and re-submit One-on-one tutoring

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Unit: **Creating a Fashion Business**

Content Standard: **Describe and review the communication, math, and problem-solving skills needed to create a fashion business.**

Course Content	Student Performance	Resources	Assessments
A. Creating a Business Plan	<ul style="list-style-type: none"> Define legal structures for fashion businesses Describe a business plan Discuss Italy's influence on fashion Develop a business plan 	<ul style="list-style-type: none"> <u>Fashion Marketing</u> (Thomson/South-Western 2006) Virtual Business software Internet sources Guest speakers 	<ul style="list-style-type: none"> Activity Business plan project
B. Risk Management	<ul style="list-style-type: none"> Identify business risks Explain methods to control risks Leadership skills 		<ul style="list-style-type: none"> Activity
C. Business Laws, Labor and Ethics	<ul style="list-style-type: none"> Define the 'Law' Define labor Identify piracy and ethics 		<ul style="list-style-type: none"> Activity Test Project
D. Careers in Fashion Marketing	<ul style="list-style-type: none"> Identify fashion businesses Identify and research fashion careers 		<ul style="list-style-type: none"> Activity Career research and portfolio project Final exam <p><u>Remediation:</u></p> <ul style="list-style-type: none"> Review key terms Modification of exams Ensure correct answers of test and re-submit One-on-one tutoring

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APPENDIX: PSSA ANCHORS

<u>ANCHORS COVERED:</u> each unit will cover one or more of the following determined in the creation of daily lesson plans.	<u>PSSA RELATED ACTIVITIES</u>
Reading 1.1 Learning to Read Independently 1.2 Reading Critically in All Content Areas 1.3 Reading Analyzing and Interpreting Literature 1.4 Types of Writing 1.5 Quality of Writing 1.6 Speaking and Listening 1.8 Research	<ul style="list-style-type: none"> • Students will silent read text and articles • Students will read text aloud • Students must interpret and follow instructions • Students will give classroom presentations • Students research information related to class curriculum • Students will create important business related documentation • Students will take notes • Students will understand new vocabulary • Students will listen and acknowledge the contributions of others • Students will read articles • Students will extract critical information from articles • Students will prepare reports • Students will participate in mock interviews • Students will present multimedia presentations
(Anchors Continued) Math 2.2 Computation and Estimation 2.3 Measurement and Estimation 2.4 Mathematical Reasoning and Connections 2.5 Mathematical Problem Solving and Communication 2.6 Statistics and Data Analysis 2.7 Probability and Predictions	<ul style="list-style-type: none"> • Students will determine financial data related to running a business • Students will analyze and create financial reports (Balance sheet and income statements) • Students will estimate payroll and benefit needs of a business • Students will analyze the costs associated with opening a business • Students will analyze the costs associated with leasing/purchasing a property • Students will utilize graphical representation of statistical data • Students will use mathematical operations to create database fields • Students will perform calculations using formulas and functions • Students will create charts and worksheets • Students will analyze the results of business transactions upon cash flow

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