Fashion, Merchandising and Retailing Syllabus

*Express your style.*

  
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COURSE DESCRIPTION:  
Fashion, Merchandising and Retailing Essentials is the second course in the Fashion, Merchandising and Retail Management Pathway. This course introduces students to the retail industry including the fundamental of fashion marketing, key marketing concepts essential to every business, types of business involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems.   
  
COURSE OBJECTIVES & GOALS:  
The broad goals of the general marketing program are to:  
1. Provide secondary-level students the occupational preparation that will facilitate the development of competent workers in marketing.   
2. Enhance the development of employability skills.  
3. Reinforce basic skills in such areas as communication, mathematics, human relations, and reading.  
4. Create an interest in the free enterprise system.  
5. Develop an understanding of marketing functions.  
6. Stimulate student interest in career development.  
  
PROGRAM STANDARDS:  
1. MKT-FMRE-1: Demonstrate employability skills required by business and industry.  
2. MKT-FMRE-2: Explore the fashion industry including types of businesses, history, current trends, and the creation of fashion utilizing the elements and principles of design.  
3. MKT-FMRE-3: Understand the marketing concepts used in fashion merchandising.  
4. MKT-FMRE-4: Explore the impact of technology on the fashion industry and merchandising.  
5. MKT-FMRE-5: Understand the economic principles and concepts fundamental to business operations and global trade’s impact on business decision making.  
6. MKT-FMRE-6: Analyze the impact of marketing information management as it relates to the fashion industry.  
7. MKT-FMRE-7: Utilize pricing strategies to maximize return on merchandising efforts and meet customers’ perception of value.  
8. MKT-FMRE-8: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.  
9. MKT-FMRE-9: Develop a fashion promotion utilizing the promotional mix.  
10. MKT-FMRE-10: Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods in the fashion industry.  
11. MKT-FMRE-11: Identify career opportunities in the fashion industry and appropriate career path credentials.  
  
  
REQUIRED MATERIALS  
1. 3 ring binder (HARDCOVER ONLY) in which syllabus, notes and handouts can be kept  
2. Loose leaf paper  
3. 1 pkg. of notebook dividers  
4. Pen or pencil to be used in completing written assignments  
5. Box of Kleenex   
  
INSTRUCTIONAL STRATEGIES:  
Several instructional strategies will be used for this course. These include demonstration, class projects, research, and visual examples.  
Textbook: The World of Fashion Marketing  
 Fashion From Concept to Consumer  
Workbook: The World of Fashion Marketing Student Activity Workbook  
  
EVALUATION:  
Your grades will be based on a combination of daily assignments, tests, presentations, participation, and homework.  
Tests/Projects 50%  
Notebook/Quizzes/Daily Assignments 50%  
\*The grading scale is: A 90-100  
 B 80-89  
 C 70-79  
 F Below 70  
ATTENDANCE:  
Regular daily attendance is of the utmost importance to success in this course and is a life skill in the working world! If one must be absent, keep in mind that class continues. Accordingly, it is the student’s responsibility to find out the work he or she has missed. Any work missed with an excused absence must be made up within 3 school days. Work missed because of an unexcused absence or home suspension will result in a grade of zero (school policy).  
BATHROOM/GUIDANCE/LOCKER POLICY:  
You will be given 6 passes per nine week period. Students’ may use them at their discretion. I must know where you are at all times. If you abuse your bathroom passes, a call will be made to your parent/guardian. Remember, when you are in the hall or bathroom, you are missing out on valuable learning time!  
TARDY POLICY:  
1st/2nd – free!- 3rd/4th/5th – CENTRAL DETENTION-6th –REFERRAL  
FUTURE OPPORTUNITIES:  
Students will achieve the foundation knowledge and skills to enable them to enter careers in marketing. This program of study also prepares students for further marketing education in technical college programs, junior college programs, or university programs.  
DECA “AN ASSOCIATION OF MARKETING STUDENTS”   
An exciting opportunity to prepare yourself for the real world by competing in various marketing competitions, participating in job shadow days, opportunity to travel and meet new people, and gain leadership skills and experience that looks great on your resume! WHAT DO WE DO?: We are a 100+ club that participate in monthly socials/meetings, travel to conferences across the state, participate in regional, state, and international competition, host the HOMECOMING dance, volunteer in the community (OPERATION FLUFFY PILLOW), develop leadership skills, develop work ethics skills, meet new people and much, much more \*All activities are voluntary.   
Get INVOLVED!!! Have FUN!!!