



FASHION MARKETING

Course Length: ½ year

Course Credit: ½ credit

Complimentary Course: Fashion Apparel & Accessories

Mrs. K. Coen

WELCOME!

Fashion is a part of our everyday lives. Everyone wears clothes and buys clothes. Styles change from year to year and from season to season creating new trends and demand for certain fashions.

It is important to recognize the impact the fashion industry has on our lives. Fashion Marketing will introduce the marketing strategies used to develop, distribute, and showcase today's fashion. By studying these factors, you will discover how consumer tastes and designer influences create fashion trends around the world.

COURSE CONTENT

THE FUNDAMENTALS OF FASHION

- I. The Nature of Fashion (Introduction)
- II. Visual Merchandising
- III. Fashion Change and Consumer Acceptance (Chapter 3)
- VI. Consumer Demand and Fashion Marketing (Chapter 2)

THE MANUFACTURING OF FASHION

- V. International Fashion Centers (Chapter 8)
- VI. Product and Design Development (Chapter 9)
- VII. Wholesale Markets, Sales Promotion, and Distribution (Chapter 12)

FASHION RETAILING

- VIII. Retail Stores (Chapter 13)
- IX. Retail Fashion Promotion (Chapter 15)

COURSE REQUIREMENTS

- Participation in Classroom Discussions
- Classroom Activities
- Homework
- Projects
- Field Trip (optional)
- Quizzes/Tests
- Final Examination (project)

GRADING PROCEDURES

Grades for this course are calculated using a points system. The total number of points a student earns in a marking period is divided by the total number of points that could have been earned and then multiplied by 100. All activities, projects, and the final exam are graded using rubrics.

- Tests and projects are worth 100 points each.
- Activities and quizzes range from 10-100 points each.
- The final exam for this course is $\frac{1}{3}$ of the final course grade.

The following tests will be administered throughout the semester:

- TEST 1 The Nature of Fashion
- TEST 2 Window Displays
- TEST 3 Fashion Change and Consumer Acceptance/Consumer Demand and Fashion Marketing
- TEST 4 International Fashion Centers
- TEST 5 Product and Design Development
- TEST 6 Wholesale Marketing and Distribution
- TEST 7 Retailing/Retail Fashion Marketing

The following projects will be assigned throughout the semester:

- PROJECT 1 Four Components of Fashion
- PROJECT 2 Designer Collage
- PROJECT 3 Shopping Bag
- PROJECT 4 Window Display (on-going throughout the semester)
- FINAL EXAM

The following activities will be assigned throughout the semester:

- ACTIVITY 1 The Nature of Fashion
- ACTIVITY 2 Evaluating Window Displays
- ACTIVITY 3 Fashion Leaders
- ACTIVITY 4 Designer Biography
- ACTIVITY 5 Designing a Group/Style Board
- ACTIVITY 6 Selling Your Line
- ACTIVITY 7 Non-Store Retailing

Homework is assigned periodically throughout the semester. It is up to the student's discretion to complete this work as a compliment to their classroom learning experiences.

CLASSROOM GUIDELINES

To make this semester in Fashion Marketing the most productive and enjoyable it can be, I have developed a few simple guidelines. Following these will help you to be an active learner and an asset to the class environment.

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| 1. Be on time to class. | Please be in your seat, ready to work, at the start of class. <i>Lateness will not be tolerated.</i> |
| 2. Be prepared for class. | Please have a pen, your textbook, and binder with you (not in your locker). If you miss a class, you are responsible for finding out what work you missed and then making it up. |
| 3. Be involved. | Please participate in class, offer your ideas, and share your thoughts with the rest of us. <i>This makes class interesting!</i> |
| 4. Be respectful. | Please treat your fellow classmates and me with consideration. Do not be rude or be talking while someone else is. |
| 5. Be safe. | Please remain seated during class until the bell rings and you are dismissed. |

Class time is an important commodity. It is not to be wasted. If you need to make up work you missed, a quiz or a test, you are to make arrangements to do so during your free period or after school.

All work is considered important. Your grades will reflect all course requirements. *It will also reflect work not handed in on time and improper use of class time.*

Your success is important to me. I will be available for extra help. Please see me to arrange it.

I look forward to having a fun and exciting semester together! 😊