

# FASHION MARKETING ESSENTIALS

## DELAND HIGH

### MRS. SMITH

#### OVERVIEW

This course is designed to develop the skills essential to fashion marketing. These skills include employability, human relations, communication, math and economic skills. The fundamentals of fashion marketing and selling are also included. Students are required to take notes in class, participate in role plays, discussions and other class activities.

#### SUPPLIES

4 Glue Sticks  
1 Ream of Copy Paper  
1 Pack of glue gun sticks  
1 Pack of Markers

- If supplies are brought in by **Friday, September 1<sup>st</sup>** 10 extra credit points will be awarded to use on a future assignment.

#### TEACHER'S AUTHORITY

TEACHER'S AUTHORITY TO OVERRIDE FINAL GRADE: A teacher may override the final grade if a student's overall performance warrants it.

#### SOURCES OF INFORMATION

##### Class Discussion and Activities

Class discussion, lecture, cooperative learning, role playing and other hands on activities will be used to convey important information and achieve learning. Students are expected to take an active role in all classroom activities.

##### Guest Speakers

Speakers will be scheduled to provide hands-on information concerning possible careers within fashion marketing.

##### Video

From time to time video clips or perhaps movies will be used to illustrate some aspect of fashion marketing.

##### Books & Periodicals

Two textbooks may be referenced during this course as well as various fashion and business magazines. The textbooks include: "Marketing Essentials," "Fashion Merchandising."

## **TESTING**

This course uses a variety of measurement devices.

### **Multiple Choice:**

These types of questions have three to five choices. Multiple choice questions emphasize factual knowledge and the application of that knowledge.

### **Matching:**

These questions generally require recognition of simple definitions.

### **Identifications / Short Answer:**

These concern significant people, terms, or concepts with which you should be familiar. In a few sentences, students should tell who, what, why, how, and give the significance of the item.

## **MAKE-UP WORK**

Students, not the instructor, are responsible for make-up work. Any make-up work must be completed within 2 academic days of a student's return to school. Any absences other than official ones on an announced test will be penalized on the test score. In other words, points will be deducted from tests taken late. No exceptions.

## **LATE WORK**

Daily assignments and homework not turned in when due, will not be accepted.

## **HONOR CODE**

Is an explanation really needed?

## **GRADING SCALE**

A= 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 and below

## **STUDENT ASSESSMENT:**

All points will be added and averaged to reach a final grade.

## **ON THE JOB POLICIES:**

Arrive on time

Come prepared

Always respect others

Use professional language at all times

Cell phones - follow the school policy

# FASHION MARKETING APPLICATIONS

## DELAND HIGH

### MRS. SMITH

#### OVERVIEW

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide knowledge, skills, and attitudes required for employment in a wide variety of fashion marketing occupations. Students are required to take notes in class, participate in role plays, discussions and other class activities.

#### SUPPLIES

4 Glue Sticks  
1 Ream of Copy Paper  
1 Pack of glue gun sticks  
1 Pack of Markers

- If supplies are brought in by Friday, September 1st 10 extra credit points will be awarded

#### TEACHER'S AUTHORITY

TEACHER'S AUTHORITY TO OVERRIDE FINAL GRADE: A teacher may override the final grade if a student's overall performance warrants it.

#### SOURCES OF INFORMATION

##### Class Discussion and Activities

Class discussion, lecture, cooperative learning, role playing and other hands on activities will be used to convey important information and achieve learning. Students are expected to take an active role in all classroom activities.

##### Guest Speakers

Speakers will be scheduled to provide hands-on information concerning possible careers within fashion marketing.

##### Video

From time to time video clips or perhaps movies will be used to illustrate some aspect of fashion marketing.

##### Books & Periodicals

Three textbooks may be referenced during this course as well as various fashion and business magazines. The textbooks include: "Marketing Essentials," and "Fashion Merchandising."

## **TESTING**

This course uses a variety of measurement devices.

### **Multiple Choice:**

These types of questions have three to five choices. Multiple choice questions emphasize factual knowledge and the application of that knowledge.

### **Matching:**

These questions generally require recognition of simple definitions.

### **Identifications / Short Answer:**

These concern significant people, terms, or concepts with which you should be familiar. In a few sentences, students should tell who, what, why, how, and give the significance of the item.

## **MAKE-UP WORK**

Students, not the instructor, are responsible for make-up work. Any make-up work must be completed within 2 academic days of a student's return to school. Any absences other than official ones on an announced test will be penalized on the test score. In other words, points will be deducted from tests taken late. No exceptions.

## **LATE WORK**

Daily assignments and homework not turned in when due, will not be accepted.

## **HONOR CODE**

Is an explanation really needed?

## **GRADING SCALE**

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 and below

## **STUDENT ASSESSMENT:**

All points will be added and averaged to reach a final grade.

## **ON THE JOB POLICIES:**

Arrive on time

Come prepared

Always respect others

Use professional language at all times

Cell phones - follow the school policy

**FASHION MARKETING MANAGEMENT  
DELAND HIGH  
MRS. SMITH**

**OVERVIEW**

This course provides instruction covering applied skills related to the marketing functions and fashion marketing industries including employment skills necessary for success in fashion and career planning as related to the fashion industry.

**SUPPLIES**

4 Glue Sticks  
1 Ream of Copy Paper  
4 Poster boards  
1 Pack of glue gun sticks  
1 Pack of Markers

- If supplies are brought in by **Friday, September 1<sup>st</sup>** 10 extra credit points will be awarded

**TEACHER'S AUTHORITY**

TEACHER'S AUTHORITY TO OVERRIDE FINAL GRADE: A teacher may override the final grade if a student's overall performance warrants it.

**SOURCES OF INFORMATION**

Class Discussion and Activities

Class discussion, lecture, cooperative learning, role playing and other hands on activities will be used to convey important information and achieve learning. Students are expected to take an active role in all classroom activities.

Guest Speakers

Speakers will be scheduled to provide hands-on information concerning possible careers within fashion marketing.

Video

From time to time video clips or perhaps movies will be used to illustrate some aspect of fashion marketing.

Books & Periodicals

Three textbooks may be referenced during this course as well as various fashion and business magazines. The textbooks include: "Marketing Essentials," "Fashion Marketing," "Retailing," and "Survival."

## **TESTING**

This course uses a variety of measurement devices.

### **Multiple Choice:**

These types of questions have three to five choices. Multiple choice questions emphasize factual knowledge and the application of that knowledge.

### **Matching:**

These questions generally require recognition of simple definitions.

### **Identifications / Short Answer:**

These concern significant people, terms, or concepts with which you should be familiar. In a few sentences, students should tell who, what, why, how, and give the significance of the item.

## **MAKE-UP WORK**

Students, not the instructor, are responsible for make-up work. Any make-up work must be completed within 2 academic days of a student's return to school. Any absences other than official ones on an announced test will be penalized on the test score. In other words, points will be deducted from tests taken late. No exceptions.

## **LATE WORK**

Daily assignments and homework not turned in when due, will not be accepted.

## **HONOR CODE**

Is an explanation really needed?

## **GRADING SCALE**

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 and below

## **STUDENT ASSESSMENT:**

All points will be added and averaged to reach a final grade.

## **ON THE JOB POLICIES:**

Arrive on time

Come prepared

Always respect others

Use professional language at all times

Cell phones - follow the school policy

**FASHION PLATES  
DELAND HIGH  
MRS. SMITH**

**OVERVIEW**

This program is designed to provide students with an in-depth, hands-on approach for running a successful business. Students will develop their entrepreneurial abilities such as communication and interpersonal skills, leadership skills, teamwork skills, and the use of technology.

**SOURCES OF INFORMATION**

Class Discussion and Activities

Class discussion, lecture, cooperative learning, role-playing and other hands on activities will be used to convey important information and achieve learning. Students are expected to take an active role in all classroom activities.

Guest Speakers

Speakers will be scheduled to provide hands-on information concerning possible careers within fashion marketing.

Video

From time to time video clips or perhaps movies will be used to illustrate some aspect of fashion marketing.

Books & Periodicals

Two textbooks may be referenced during this course as well as various fashion and business magazines. The textbooks include: "Marketing Essentials," and "Fashion Merchandising."

**TESTING**

This course uses a variety of measurement devices.

## ***STUDENT ASSESSMENT***

All points will be added and averaged to reach a final grade.

### **MAKE-UP WORK**

- Students, not the instructor, are responsible for make-up work. Any make-up work must be completed within 2 academic days of a student's return to school.
- If for any reason the student is absent from a show, rehearsal, meeting, or anything that is worth a grade, even if the absence is excused, they will need to see the instructor to get the make-up assignment. The assignment will consist of a written project. No exceptions.
- A letter grade will be dropped for every day late.
- If for any reason a student is absent from class, they will need to make up their 10 daily points, by summarizing an article.

To be turned in: - an article related to any topic discussed in class  
-the article must be cut out and turned in with a brief summary of the main points  
- include your name and date of your absence

### **HONOR CODE**

Is an explanation really needed?

### **GRADING SCALE**

A = 90 - 100

B = 80 - 89

C = 70 - 79

D = 60 - 69

F = 59 and below

### **ON THE JOB POLICIES:**

Arrive on time

Come prepared

Always respect others

Use professional language at all times

Cell phones - follow the school policy