



SPRING GROVE AREA SCHOOL DISTRICT



PLANNED COURSE OVERVIEW

Course Title: Fashion Marketing and Merchandising Grade Level(s): 10-12 Units of Credit: 1 Classification: Elective	Length of Course: 30 cycles Periods Per Cycle: 6 Length of Period: 43 minutes Total Instructional Time: 129 hours
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Course Description

This course will enable students to investigate and prepare for careers in fashion marketing and design. The objective of the class is to provide students with an overview of the manner in which fashion is designed, created, and marketed to the consumer, and to prepare students in the technology of fashion merchandising that will lead to immediate employment or become the basis for continuing their education. The course will include exposure to retail establishments, fashion schools, fashion design technology, people involved in the industry, and the industry suppliers. Students will acquire basic design and creation skills, will discuss the effect of globalization on the fashion industry, and explore the careers included in the fashion industry. The culminating project will be a runway fashion show or trunk fashion show produced by students featuring ready-to-wear and student-made creations.

Instructional Strategies, Learning Practices, Activities, and Experiences

Teacher Demonstration Math Skills: Figuring Mark-up Analyze Garments for Elements of Design Option to Visit Fabric Store Writing Skills Career Search Create an Original Design in Fabric Sketching/Designing Accessories, Shoes, and Jewelry Create a Fashion Ad for Student's Design	Class Discussion Charts and Diagrams Student Presentation Cooperative Learning: Identify the Tools Necessary to Complete Clothing Design and Construction Processes Internet Videos Write a Fashion Commentary Comparative Analysis between Home Sewn and Read-to-Wear/Venn Diagrams	Cooperative Learning Self-evaluation of Garments/Projects Student Lab Experience Questions and Answers Collaborative Project Evaluation Question and Answer With Classmates iPad Use Article Reviews with Constructed Response Design Retail Displays
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Assessments

Bell Ringers Objective Tests/Quizzes Oral Presentation Rubric Research Rubric Clothing Construction Rubric Fashion Article Reviews	Teacher Evaluation Performance-based Tests Homework Oral Presentations Student Self-evaluation Socratic Quizzes	Project Rubric Tests and Quizzes Research Project Design Rubrics Illustrations Sample-book of Sewing Methods
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Materials/Resources

Text: <u><i>Fashion Marketing and Merchandising</i></u> Goodheart-Wilcox	Fashion Magazines/Newspapers (Women's Wear Daily)	Online Demo Video Clips for Sewing and Design Skills
Text: <u><i>Fashion from Concept to Consumer</i></u> Pearson/Prentice-Hall	Retail Catalogs	Internet Sources on Fashion
Additional Texts: <u><i>Fashion Buying and Merchandising</i></u>	Computer Lab	Teacher-prepared Outlines
<u><i>Fashion Marketing and Merchandising</i></u>	Video: Project Runway, Devil Wears Prada, Fashion in History, Fibers and Fabrics, History of Ready-to-Wear, The Fashion Show	Teacher-prepared Activity Sheets
Sewing Machines	Sewing Notions	Planning Packet for Fashion Show With Budget, Fitting and Line-up Sheets
Dress Forms	Fabric	Project Rubrics
Design Templates	Creative Art Materials	Journals for Student Reflection
		Fashion Design Computer Programs

Adopted: 6/20/11

Revised: 5/15/2017

Fashion at a Glance – Introduction to Fashion	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Definition of Fashion</p> <p>The Meaning of Clothing and Accessories.</p> <p>Clothing as Symbols and Necessity</p> <p>Basic Fashion Terms</p> <p><u>Related Vocabulary</u></p> <p>Fashion</p> <p>Style</p> <p>Identification</p> <p>Adornment</p> <p>Modesty</p> <p>Status</p> <p>Individuality</p> <p>Design</p> <p>Avant-garde</p> <p>Fad</p> <p>Ford</p> <p>Classic</p> <p>Investment Piece</p> <p>Vintage/Retro</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> • define fashion and apply that definition to the various ways clothing is used and worn in a global society. • identify and explain the purposes of clothing/fashion. • evaluate garments to determine their category. <p>11.1 Financial and Resource Management</p> <p>11.1.10.A Evaluate the impact of family resource management on the global community.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p> <p>11.2 Balancing Family, Work, and Community Responsibility</p> <p>11.2.12.G Hypothesize the impact of present family life-cycle trends on the global community (e.g., over population, increase in an aging population, economic base).</p>

Fashion Movement and Trends – Basic information on how and why fashion moves from creation to mainstream	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Role Fashion Plays in Society</p> <p>Theories of Fashion Movement</p> <p>Principles of Fashion</p> <p>Factors Affecting Fashion Movement</p> <p>Stages of the Fashion Cycle</p> <p><u>Related Vocabulary</u> Fashion Movement Fashion Trend Fashion Leaders Fashion Followers Trickle-up-down and Across Theories Merchandise Acceptance Curve Saturation Fashion Cycle</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> • identify and explain the stages of the fashion cycle and how consumer behavior affects fashion in each stage. • explain how the theories of fashion movement and the principles of fashion affect the development and progress of fashion design and retailing. <p>11.1 Financial and Resource Management</p> <p>11.1.10.A Evaluate the impact of family resource management on the global community.</p> <p>11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p>

The History of Fashion	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Ancient Egyptian, Roman, Greek, and Oriental Fashion</p> <p>The Middle Ages and Renaissance Fashions</p> <p>French and Italian Fashions in the 1700's</p> <p>The 1800's...a Century of Change</p> <p>The Flapper</p> <p>The Effect of World War II on Fashion</p> <p>The Decade of Elegance</p> <p>Rebels of the 1950's</p> <p>The Age of Aquarius...Fashion in the 1960's</p> <p>The 70's and 80's</p> <p>Retro Fashions in the 90's</p> <p>Fashion Into the 21st Century</p> <p><u>Related Vocabulary</u></p> <p>Toga</p> <p>Stola</p> <p>Tunic</p> <p>Kimono</p> <p>Doublet</p> <p>Jerkin</p> <p>Sumptuary Laws</p>	<p>The student will be able to :</p> <ul style="list-style-type: none"> analyze fashion throughout history in order to understand how fashion has evolved. evaluate the products that are created today in ready-to-wear and the options available to anyone who creates fashion. apply knowledge of fashion history to design a current garment or create an advertisement that is based on a fashion item or specific historical period in fashion. <p>11.1 Financial and Resource Management</p> <p>11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process.</p> <p>11.2.10.B Evaluate the effectiveness of action plans that integrate personal, work, family, and community responsibilities.</p> <p>11.2 Balancing Family, Work, and Community Responsibility</p> <p>11.2.10.E Assess the availability of emerging technology that is designed to do the work of the family and evaluate the impact of its use on individuals, families, and communities.</p>

The History of Fashion (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><u>Related Vocabulary</u> buckram slashing ruffs pleats bodices breeches cravat hoops waistcoat cut-away great coat crinolines bustle shirtwaist Gibson Girl Flapper ready-to-wear sweatshops middy blouse tailored double-breasted jacket double knit leisure suit pants suit kente cloth menswear unisex</p>	

Fibers to Fabrics: All About Textiles	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Fiber Classifications: Natural Fibers or Manufactured Fibers</p> <p>How Fibers Become Fabric/Fabric Construction</p> <p>Fiber/Fabric characteristics.</p> <p>Types/Names of Natural Fibers</p> <p>Types/Names of Manufactured Fibers</p> <p>Fabric Finishes</p> <p><u>Related Vocabulary</u> natural fiber manufactured fiber durability resiliency elasticity abrasion resistance luster wicking washability specialty fibers cellulose ramie spinerette polyester spandex acetate weaving knitting</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> • identify types of fibers, fiber characteristics, and how fabric is constructed in order to make appropriate choices for garment construction and methods. • compare and contrast types of fibers, fiber characteristics, and how fabric is constructed in order to make appropriate choices for garment construction and methods. <p>11.1 Financial and Resource Management</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p> <p>11.2 Balancing Family, Work, and Community Responsibility</p> <p>11.2.10.E Assess the availability of emerging technology that is designed to do the work of the family and evaluate the impact of its use on individuals, families, and communities.</p>

Fibers to Fabrics: All About Textiles (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<u>Related Vocabulary</u> warp weft grain shuttle loom fabric finishes	

The Elements and Principles of Design	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Elements of Design</p> <p>The Principles of Design</p> <p>Use of Color</p> <p><u>Related Vocabulary</u></p> <p>line</p> <p>texture</p> <p>pattern</p> <p>rhythm</p> <p>proportion</p> <p>scale</p> <p>balance</p> <p>space</p> <p>form/shape</p> <p>harmony</p> <p>color schemes</p> <p>monochromatic</p> <p>triadic</p> <p>split complementary</p> <p>complementary</p> <p>diad</p> <p>analogous</p> <p>neutral</p> <p>achromatic</p> <p>accented scheme</p> <p>skin tone</p> <p>body shape</p>	<p>The student will be able to:</p> <ul style="list-style-type: none"> • identify the elements and principles of design. • apply the elements and principles of design to design color palettes for garment lines. • apply the elements and principles of design to create an original design both through sketching and with fabric. <p>11.1 Financial and Resource Management</p> <p>11.1.10.A Evaluate the impact of family resource management on the global community.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p>

Fashion Features and Design	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Job of a Fashion Designer</p> <p>Important Fashion Designers in History</p> <p>Relevant Fashion Designers in Today's Fashion Industry</p> <p>Features of Garments</p> <p><u>Related Vocabulary</u> Please see list at the end of the curriculum for course-related vocabulary.</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • describe the job of a fashion designer. • research and observe fashion designers at work. • evaluate fashion lines of at least three designers from different fashion eras. <p>11.1 Financial and Resource Management</p> <p>11.1.10.B Analyze the management of financial resources across the lifespan.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p>

Fashion Design – Designing and Constructing Clothing and Accessories	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Characteristics of Clothing Fit</p> <p>Fashion Sketching</p> <p>Computer-aided Fashion Design</p> <p>Use of the Dress Form for Design</p> <p><u>Related Vocabulary</u> couture ready-to-wear alta moda licensing fashion piracy bridge lines draping fitting dress form</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • identify techniques that are used to design fashion. • demonstrate knowledge of using the dress forms to design garments. • design a garment by sketching. • research and use, if available, computer-aided fashion software. <p>11.1 Financial and Resource Management</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p> <p>11.1.10.G Compare the availability, costs and benefits of accessing public, nonpublic, and for-profit services to assist the family.</p> <p>11.2 Balancing Family, Work, and Community Responsibilities</p> <p>11.2.10.E Assess the availability of emerging technology that is designed to do the work of the family and evaluate the impact of its use on individuals, families, and communities.</p>

Creation of a Fashion Piece	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Pattern Choice and Reading a Pattern</p> <p>Parts of a Sewing Machine and Serger</p> <p>Garment Construction</p> <p><u>Related Vocabulary</u> pattern pattern instructions sewing machine parts serger dart seam warp weft grain tuck pleat gather casing hem tracing paper tracing wheel dressmaker pins seam ripper hem gauge French seam flat-felled seam topstitching</p>	<p>Student will be able to:</p> <ul style="list-style-type: none"> demonstrate the ability to use a pattern and pattern guide. construct a garment based on their choice and skill ability and will use the sewing computer and the serger to do so. <p>11.1 Financial and Resource Management</p> <p>11.1.10.B Analyze the management of financial resources across the lifespan.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p> <p>11.2 Balancing Family, Work, and Community Responsibilities</p> <p>11.2.12.A Justify solutions developed by using practical reasoning skills.</p>

Fashion Accessories: Purpose and Design	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Choosing the Right Accessories</p> <p>Designing Accessories</p> <p>Creating Accessories</p> <p><u>Related Vocabulary</u> accessorize hosiery small leather goods costume jewelry bridge jewelry fine jewelry millinery handwear neckwear shoe-related terms handbag styles</p>	<p>Student will be able to:</p> <ul style="list-style-type: none"> describe the various categories of accessories available in the fashion industry. construct an accessory to complement their garment. <p>11.1 Financial and Resource Management</p> <p>11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process.</p> <p>11.2 Balancing Family, Work, and Community Responsibilities</p> <p>11.2.10.E Assess the availability of emerging technology that is designed to do the work of the family and evaluate the impact of its use on individuals, families, and communities.</p>

Fashion Buying and Retailing	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>Retail Business Fundamentals</p> <p>Retail Positioning</p> <p>Retail Merchandise Groups and Categories</p> <p>Market Segments</p> <p><u>Related Vocabulary</u> general merchandiser specialized merchandiser flagship store off-price retailer category killers horizontal integration branch store chain anchor stores specialty stores boutiques retail positioning price promoting market coverage assortment breadth assortment depth</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> • recognize and describe the various categories of consumer and wholesale retailing. • position various retail outlets based on their products and customer base. • define the target market segment for a variety of retailers. • explain the difference between assortment breadth and depth. <p>11.1 Financial and Resource Management</p> <p>11.1.10.A Evaluate the impact of family resource management on the global community.</p> <p>11.1.10.B Analyze the management of financial resources across the lifespan.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p>

Retail Buying	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Buying Plan</p> <p>Merchandise Buying</p> <p><u>Related Vocabulary</u> merchandising cycle buying plans open-to-buy stock turnover indirect selling direct selling classification buying departmental buying stock-to-sales ratio market week leave paper Resident Buying Office (RBO's) back orders blanket orders approval buying commissionaires first cost open orders</p>	<p>Student will be able to:</p> <ul style="list-style-type: none"> • describe the contents of a buying plan; who creates it; who contributes to it, and who makes sure the plan is carried out. • describe the responsibilities of a retail buyer by creating a weekly schedule for said retail buyer including a market appointment schedule. <p>11.1 Financial and Resource Management</p> <p>11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p>

Retail and Fashion Promotion	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
Promotion Levels Advertising Public Relations <ul style="list-style-type: none"> • The Fashion Press • Women's Wear Daily • Fashion Police Visual Merchandising Fashion Marketing on the Internet Displays Special Events Fashion Shows <u>Related Vocabulary</u> visual merchandising planogram grid layout maze layout decor atmospherics capacity fixtures feature fixtures waterfalls wall standards	Student will be able to: <ul style="list-style-type: none"> • describe the process of promoting a product or line of products. • demonstrate how visual merchandising creates demand for a product and increases sales. • compare and contrast a retailer's in-store line and website line. • create a visual retail/fashion display. • enumerate and describe special events in retail. • describe the different modes of fashion shows that are used in the fashion industry. 11.1 Financial and Resource Management 11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process. 11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies. 11.2 Balancing Family, Work, and Community Responsibilities 11.2.12.A Justify solutions developed by using practical reasoning skills.

Retail and Fashion Promotion (continued)	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p><u>Related Vocabulary</u> props mannequins promotion mix ethics bait and switch corrective advertising advertising platform media vehicle press kits public relations publicity editorial credit</p>	

Planning the Fashion Show	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
<p>The Spring Fashion Show</p> <p><u>Related Vocabulary</u> special events production fashion show formal runway show tearoom modeling fashion show coordinator ideal chart merchandise pull lineup fittings pivots paste-up dressers striking the set lineup sheet merchandise loan record fitting sheet created audience special effects starters</p>	<p>The students will be able to collaborate to produce a runway fashion show or a trunk fashion show, dependent on the number of students in the class.</p> <p>11.1 Financial and Resource Management</p> <p>11.1.10.D Evaluate the role of consumer rights and responsibilities in the resolution of a consumer problem through the practical reasoning process.</p> <p>11.1.10.F Compare and contrast the selection of goods and services by applying effective consumer strategies.</p> <p>11.1.10.G Compare the availability, costs, and benefits of accessing public, nonpublic, and for-profit services to assist the family.</p> <p>11.2 Balancing Family, Work, and Community Resources</p> <p>11.2.12.A Justify solutions developed by using practical reasoning skills.</p>

Fashion Careers	
CONTENT/KEY CONCEPTS	OBJECTIVES/STANDARDS
Evaluating Fashion Careers Education for Fashion Careers Future Employment Trends in the Fashion Industry Ethics and Legal Issues in the Workplace Compensation and Benefits in the Fashion Industry <u>Related Vocabulary</u> job career work-study program compensation salary perks business ethics workplace diversity employment discrimination	The student will be able to: <ul style="list-style-type: none"> • discover the wide variety of careers and jobs available in the fashion industry. • compare and contrast the careers available in the fashion industry. 11.1 Financial and Resource Management 11.1.10.B Analyze the management of financial resources across the lifespan. 11.1.10.E Compare and contrast factors affecting annual gross and taxable income and reporting requirements (e.g., W-2 form, Income tax form). 11.2 Balancing Family, Work, and Community Responsibilities 11.2.10.A Justify solutions developed by using practical reasoning skills. 11.2.10.B Evaluate the effectiveness of action plans that integrate personal, work, family, and community responsibilities. 11.2.11.C Analyze teamwork and leadership skills and their application in various family and work situations.

accounts payable	business ethics	essential services
accounts receivable	business plan	exclusive market coverage
advance buying	buying plan	executive trainee/program
advance orders	capacity fixtures	expected services
advance ship notices	catalog showrooms	fashion director
advertising	category killers	fashion marketing
advertising agencies	category management	fashion merchandising
advertising and promotion agents	central buyer	feature fixture
advertising director	chain (of stores)	flagship store
advertising platform	channel of distribution	floor fixture
advocacy advertising	charge-backs	floor-ready merchandise
anchor stores	cherry-picking	full-service retailing
approval buying	classification buyers/buying	general merchandise manager (GMM)
assortment	clearance merchandise	general merchandisers
assortment breadth	closeout goods	gross margin
assortment depth	comparable store sales	gross sales
assortment plan	comparison shoppers/shopping	group department manager
atmospherics	completion date/vendors	house boutique
back orders	cooperative advertising	hypermarkets
bait and switch	cooperative buying office	indirect competition
balanced assortment	corporate buying office	initial mark-up
basic stock plan	departmental buyer	institutional advertising
blanket orders	department stores	inventory management
boutiques	discount stores	keystone mark-up
branch coordinators	divisional merchandise manager	licensing
branch stores	dollar merchandise plan	maintained mark-up
brand-line representative	dual distribution	margin
bridge lines	e-retailing	markdown
business cycle	entrepreneur	markdown money

market	regular price-line buying	wholesale warehouse clubs
market coverage	resident buying office	
marketing mix	retailers/retailing	
market segments	retail positioning	
market share	retail promotion	
market weeks	returns-to-vendor (RTV)	
markup	same-store sales growth	
mass merchandisers	sales promotion	
memorandum buying	self-service retailing	
net loss	service-positioning strategy	
net profit	showrooms	
net sales	special events	
niche retailing	specialty stores	
off-price discounter	specification buying	
open order	stock-keeping unit (SKU)	
open-to-buy (OTB)	stock turnover	
planogram	store operations	
price-positioning strategy	style number	
price promotion	target market/marketing	
private (central) buying office	trade name	
private label	trademark	
product advertising	trade promotion	
product mix	value-positioning strategy	
profit margin	variety stores	
promotion buying	vendor-managed inventory (VMI)	
promotion mix	vendors	
promotion program	wall fixture	
ready-to-wear (RTW)	wall standards	
reduction planning	wholesalers	