

# Fashion Merchandising & Retailing Overview

Content Area: **Family/Consumer Science**  
Course(s): **FASHION MERCHANDISING AND RETAILING**  
Time Period:  
Length: **45 Days**  
Status: **Published**

## Cover

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### **EAST BRUNSWICK PUBLIC SCHOOLS**

**East Brunswick New Jersey**

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Course Adoption: 4/10/2003

Curriculum Adoption: 4/10/2003

Date of Last Revision Adoption: 9/1/2017

## Course Overview

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## COURSE DESCRIPTION

Fashion Merchandising and Retailing is a ten week quarter elective course offered at the high school. This course was designed to introduce students to the exciting world of fashion. Students will learn about clothing design and selection, various components of the apparel industry and fashion careers. Students are expected to demonstrate proficiency in all CPIs listed. This course also reinforces learning of other standards and CPIs in social studies, technological literacy, career education and family life skills.

Fashion Merchandising and Retailing was designed to give a general overview of the world of fashion.

Students will learn about designer ready-to-wear, private label lines, and electronic marketing of fashion goods. Students will also look at future directions and trends that apparel manufacturers and retailers are likely to take. This course will help students become aware of the countless career opportunities related to fashion and apparel, including entrepreneurship.

This exciting course offers students the opportunity to apply learned skills and concepts to create many interesting projects.

## COURSE SCOPE AND SEQUENCE

Sequential Unit Description	Other Pacing Guide References	Proficiency (Summative) Assessments
Unit 1 The Meaning of Fashion		<ul style="list-style-type: none"> <li>Brainstorm to create list</li> </ul>
<ul style="list-style-type: none"> <li>Introduction to Course</li> <li>What makes you unique?</li> <li>Personal style</li> <li>Appropriate dress for lifestyle, climate and community standards</li> </ul>	5 days	<ul style="list-style-type: none"> <li>Icebreaker written assignment</li> <li>First Impressions checklist</li> <li>Class participation</li> </ul>
Unit 2 Clothes and Fashion		<ul style="list-style-type: none"> <li>Brainstorm to create list</li> </ul>
<ul style="list-style-type: none"> <li>Components of the Fashion Industry</li> <li>History of Fashion</li> <li>The “Why” of clothes</li> <li>Knowing about Fashion</li> <li>Garment Styles and Parts</li> </ul>	9 days	<ul style="list-style-type: none"> <li>Video worksheets-teacher developed</li> <li>Textbook Chapters 1, 2 and 3</li> <li>Textbook review</li> </ul>

questions

- RYC (Raid Your Closet) project
- Interview Assignment
- Fashion Style Canvas Project
- Chapter Reading/Review Questions/Quiz

- Video worksheets
- Small group work
- Guest Speaker report
- Classwork completion

- Video worksheets
- Color Scheme worksheets

- Color Personality Quiz
- Fashion Designer Research Project

- ‘Raid Your Closet’ Activity
- Internet Assignment Quiz

- Project evaluation

- Self evaluation

### Unit 3

#### Apparel Industries

- Apparel Production
- Fashion Merchandising
- Fashion Promotion and Retailing

5 days

### Unit 4

#### Design: The “Art” of Apparel

- The Element of Color
- More Elements of Design
- Principles of Design
- Importance of CAD
- Design Project

10 days

- Design Project

- Textbook reading

- Worksheets

- Short Essay

- RYC Activity

- Wardrobe Inventory Analysis

- Access. Show/Tel

- Self Evaluation

- Dept. Store Report

- Poster Project

- Bulletin Board Project

- Video Worksheet

- Field Trip report

- Guest Speaker summary

- Career Exploration report

## Unit 5

### Consumers of Clothing

- The Best Clothes for You
- Wardrobe Planning
- Being a Smart Shopper
- Making the Right Purchase

7 days

## Unit 6

### Apparel Industry Careers

- Explore Options
- Careers in Apparel Design & Production
- Fashion Merchandising & Other Retail Industry Careers
- Careers in Fashion Promotion
- Other Careers & Entrepreneurial Opportunities
- Evaluate Personal Skills/Traits

9 days

## CONTENT FOCUS AREA AND COURSE NAME

**Course Name: Fashion Merchandising and Retailing - #1032**

Course Number	School Numbers	Course Level	Grades(s)	Credits	Min. Per Week	Elective/Required	Initial Course Adopted
1032	050	S	10-12	1.25	210	E	04/10/03

## **Textbooks and Other Resources**

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### COURSE RESOURCES

Textbook: FASHION!

Videos:

The World of Fashion: A Comprehensive Look at a Multi Faceted Industry

Fashion Frenzy – The History of Clothing

Fashion 2000 - Developing an Apparel Line

Judging Clothing Workmanship

Clothing: An Intelligent Buyer's Guide

The Way We Dress – The Meaning of Fashion

A&E's Top Ten Fashion Designers

Careers in Fashion: Talent, Technology and Opportunity

Fashion 2000: Trends in Apparel Marketing

Judging Clothing Workmanship

Fashion Merchandising: Concepts and Careers

Buyers, Markets and Marts

Supplemental Materials:

Teacher prepared handouts

Magazines and Trade Publications: Women's Wear Daily, W Magazine, Vogue, InStyle, Bazaar, Modern Bride, Glamour, Lucky, Seventeen, Teen Vogue, Cosmo Girl, Gentlemen's Quarterly, Men's Vogue, Esquire, People Style Watch, Marie Claire

## Standards

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12.9.3.MK.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
12.9.3.MK.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
12.9.3.MK.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
12.9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
12.9.3.MN.2	Analyze and summarize how manufacturing businesses improve performance.
12.9.3.MN.4	Describe career opportunities and means to achieve those opportunities in each of the Manufacturing Career Pathways.
12.9.3.MN.5	Describe government policies and industry standards that apply to manufacturing.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP3	Attend to personal health and financial well-being.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP10	Plan education and career paths aligned to personal goals.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.

## Grading and Evaluation Guidelines

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### GRADING PROCEDURES

In terms of proficiency level the East Brunswick grades equate to:

- A Excellent - Advanced Proficient
- B Good Above Average - Proficient
- C Fair - Proficient
- D Poor - Minimally proficient

F Failing - Partially Proficient

## **COURSE EVALUATION**

Each quarter students will be evaluated with tests and programming assignments using a total point basis to determine the quarter average. The semester/course average will be a weighted average of the 2 quarter averages (40% each) and a final exam (20%); in a full year course, each quarter is worth 20% of a student's final grade and each exam (midterm & final) is worth 10% of the student's final grade.

Course achievement will be evaluated based on the percent of all pupils who achieve the minimum level of proficiency (final average grade) in the course. Student achievement levels above minimum proficiency will also be reported. Final grades, and where relevant mid-term and final exams, will be analyzed by staff for the total cohort and for sub-groups of students to determine course areas requiring greater support or modification.)

The following evaluation procedures will be used to determine student performance

40%Classwork, class participation and homework

50%Projects, reports, summaries

10%Quizzes/Tests

## **Other Details**

### **12153 Marketing—Fashion**

Marketing—Fashion courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management and entrepreneurship, and so on) but do so with particular attention to the fashion industry. In keeping with the focus on the fashion industry, course topics may also include fashion cycles, fashion history, design, style, and coordination.