

Advanced Fashion, Merchandising, & Retailing

South Forsyth High School

2022-2023

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Course Description:

Advanced Fashion, Merchandising and Retailing is the third course in the Fashion, Merchandising and Retail Management Career Pathway and focuses on the application of knowledge and the performance of key skills required in a retail environment. Students will develop skills necessary for managing the following elements: pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

Project Based Class

Rubrics will be provided at the time of assignment. Assignments include several projects related to the DECA Prom Fashion Show, a real-world business project, and a project for DECA competition or a comparable alternate project. Students will also complete a series of assignments related to business ethics training as outlined below. Please see the letter to parents regarding the DECA Prom Fashion Show which follows the syllabus.

DECA Prom Fashion Show:

The 2023 DECA Prom Fashion show is the Week of: Feb 22-25. Students enrolled in Advanced Fashion Marketing produce and market the DECA Prom Fashion Show.

GeorgiaBEST (Business Employability Skills Training):

The key to Georgia's Economic future is a prepared workforce. Therefore, one of the fundamental goals of the Georgia Department of Labor's Workforce Solutions Team is to produce an emerging workforce that is prepared to face the challenges of a global marketplace. Employee responsibility is often the missing link in the working arena. While most students are graduating from high school and preparing for the future with the appropriate academic credentials, many still lack the soft skills and work ethic to succeed in today's workforce. A survey of large, medium, and small businesses shows that employers are having difficulty hiring people who possess adequate basic skills, thinking skills, working competencies, work attitudes, and work habits. To address this gap and to give Georgia students an advantage moving into the workforce, the Department of Labor created **GeorgiaBEST** which you will participate in this year. The training, modeled after the business world where employees are assessed by their employers on performance, teaches ten areas of ethics and soft skills. You will also develop a **GeorgiaBEST ePortfolio** using the ePortfolio option within *itslearning*.

Requirements of GeorgiaBEST ePortfolio

Cover Page/About Me
Letter of Introduction
Employee Philosophy
Personal Goals
Resume & Cover Letter
Job Application

Mock Interview
Follow-up Thank You Letter
Job Shadowing, Community Service, or Career Research
Letters of Recommendation

Dress for Success: Career and technical education pathways in Forsyth County incorporate Dress for Success Days throughout the school year. These experiences allow students to foster confidence and continue to develop a positive self-image, while understanding the importance of dressing well for their future profession. At certain intervals throughout the course, students will analyze industry standards of the

profession and study the importance of dressing well for a job interview. This will culminate into being fully prepared for Community Mock Interviews which occur as students complete a career pathway.

Industry Credentialing/End of Pathway Assessments:

At the conclusion of the third pathway course, students will be required to take an industry credentialing End of Pathway Assessment. This assessment provides students an opportunity to demonstrate what they have learned by completing an online, nationally recognized exam. Students who complete a pathway and earn an industry credential by passing the assessment will receive a graduation cord to signify their achievement.

Learning Resources/Text: Marketing Essentials, McGraw-Hill-Glencoe 2012-Replacement cost-\$49.

All learning resources, both print and digital, are meant to support and enhance the student learning experience of this class. Below are the names of the textbooks and websites that will be used in this course. Some of the web-based resources require parent permission per federal regulations. Federal laws that guide parent permission requirements are as follows:

- **Children’s Internet Protection Act (CIPA):** The school is required by CIPA to have technology measures and policies in place that protect students from harmful materials including those that are obscene and pornographic. Any harmful content contained within inappropriate sites will be blocked. <http://fcc.gov/cgb/consumerfacts/cipa.html>
- **Children’s Online Privacy Protection Act (COPPA):** COPPA applies to commercial companies and limits their ability to collect personal information from children under 13years of age. No personal student information is collected for commercial purposes. <https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions-0>
- **Family Educational Rights and Privacy Act (FERPA):** FERPA protects the privacy of student education records and gives parents the right to review records. Under FERPA, schools may disclose directory information in certain circumstances. <http://www2.ed.gov/policy/gen/guid/fpco/ferpa>

Please review the resource list. Each website related to the curriculum resources is provided along with their privacy policies. Should you have any questions regarding these resources immediately contact the course teacher via email or phone.

Name of Resource*	Hard copy/Website	Privacy Policy
Virtual Job Shadow	Website	https://www.virtualjobshadow.com/resources/policy/
MBA Research and Curriculum Center	Website	https://www.mbaresearch.org/index.php/about-us/privacy-policy
Stukent	Website	https://www.stukent.com/terms-and-conditions/
Adobe Creative Cloud	Website	https://www.adobe.com/
YouScience	Website	https://www.youscience.com/privacy-policy/

* The following resources are county approved. These resources may vary by school due to sequencing, pacing, curriculum design, and/or individual needs of students.

Parent Initial for Approval **	Name of Resource	Website	Privacy Policy
	Competition University DECA Prep	https://www.competitionuniversity.com/	https://www.competitionuniversity.com/mod/page/view.php?id=15983
	Knowledge Matters Virtual Business	https://knowledgematters.com/	https://knowledgematters.com/about/privacy/
	Talk Hiring Job Interview Practice	https://www.talkhiring.com/	https://www.talkhiring.com/privacy-policy
	Canva	https://www.canva.com	https://about.canva.com/privacy-policy/

** The following resources are web-based resources that require parent permission. By signing the syllabus, the parent is approving these resources. Should you have any questions regarding any of these classroom resources, please contact your student’s teacher via email.

Grading Calculations:

1ST & 2ND Semester Course Work = 75% Summative + 25% Formative

Course Average = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

A = 90 – 100 **B** = 80 – 89 **C** = 70 – 79 **Failing** = Below 70

Concept of formative assessment: <http://pareonline.net/getvn.asp?v=8&n=9>

**Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/ research papers/presentations.*

**Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentation.*

Classroom Expectations and Procedures: In addition to the SFHS rules stated in the student handbook, I have the following expectations of all students in my class.

- Be in your seat with your binder when the bell rings. (Begin working on word of the day.)
- At the end of each class: straighten work area, return supplies, stay in your seat until the bell rings, and push in your chair.
- Show determination and quality work on every assignment.
- Swearing and derogatory remarks have no place in the classroom and they will not be tolerated.
- Adhere to SFHS cell phone and digital device policy. You may NOT use your cell phone while I'm lecturing or when you are supposed to be actively working on an assignment that does not require cell phone use.
- PARTICIPATE. You should be prepared for class and ready to discuss the day's topics. Sleeping in class is not acceptable.
- The dress code will be enforced.
- Sign out on the clipboard by the door when needing to leave the class. Please sign back in upon arrival.
- You must be on time to class. You will receive a teacher detention for tardies after your first warning. I will be somewhat flexible about tardies the first few weeks of school due to school construction. If tardies continue to be a problem we will make a plan to get you to class on time.
- As in the business world, late work will be accepted, but a 10% penalty will be assessed for each day work is late. For example if a project is turned in 3 days late, then a 30% deduction will be "charged" to your grade.
- Show respect at all times to yourself, your teacher, and your classmates. If we all practice courtesy, consideration, and cooperation, we will have a classroom environment conducive to learning. Disruption of that environment will result in detention or being asked to leave the classroom.

DECA: All students are strongly encouraged to join DECA, an international association for students interested in marketing. DECA is co-curricular, meaning its mission is to enhance the education of marketing students and to provide opportunities to apply the knowledge and skills learned in the classroom. Participation in DECA helps build self-esteem as well as marketing competence through competitive events at the local, state, and international levels. Students will also develop leadership skills and participate in community service projects.

For more DECA information visit
www.sfhsdeca.com
www.gadeca.org
www.deca.org

The four points of the DECA Diamond describe areas of activity and learning that define a complete DECA program: Civic Consciousness, Leadership Development, Social Intelligence, and Vocational Understanding.

SFHS DECA is the Largest DECA chapter in the world.



My Commitment to You: I pledge to do everything I can to help you get the most out of this class. Your comments and suggestions are always welcome. Please feel free to let me know when you need extra help and how we can work together to make this class applicable to your future. I sincerely look forward to working with you.

The class instructor holds the right to change the syllabus at any time.*

I, _____, have read this course syllabus and approve of its contents. I agree to allow my student to use each of the classroom resources listed in the learning resource section. I will support my student following the classroom expectations outlined in this course syllabus. I agree that I am the person who is legally allowed to consent for my student whose name is listed below. My students may use the class resources listed above.

Student's Name (Print)

Parent's Name (Print)

Parent Signature

Date