



Fashion Merchandising & Retailing Essentials

South Forsyth High School

2022-2023



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Course Description:

Fashion, Merchandising and Retailing Essentials is the second course in the Fashion, Merchandising and Retail Management Pathway. This course introduces students to the retail industry including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, and an array of career opportunities. Students will develop skills in such areas as fashion economics, marketing segmentation and target marketing, product selection and buying, and inventory systems.

Units of Instruction: Georgia performance standards can be found at: <https://www.georgiastandards.org/Standards>

1. Intro to Fashion
2. Marketing Principles
3. History of Fashion
4. Trends & Forecasting
5. Fashion Centers & Fashion Buying
6. Personal Selling
7. Promotion
8. Elements and Principles of Design
9. Careers & Employability Skills

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, class work, quizzes, 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 the 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.
- Adhere to SFHS cell phone and digital device policy. Keep cell phones away 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.
- You must sign out on the clipboard by the door to leave the classroom.
- You must be on time to class.
- 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.

Availability for Extra Help: I am available for help Mondays, Tuesdays, and Fridays at 7:45am. Students can schedule an appointment for extra help at any of these times. If these times do not work for the student, we can schedule another time.=

Dress for Success: Career and technical education pathways in Forsyth County incorporate Dress for Success Days throughout the 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 the industry standard 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.

End of Pathway Assessments: Students are encouraged to select a career pathway beginning in the ninth or tenth grade that is connected to college and career goals. This course is one of three courses in the career pathway chosen by a student. 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 and allows students the ability to earn a FCS Pathway Medallion upon graduation.

Honor Code Statement: *The following statement is to be written on all assignments and assessments* “This work is completely my own. I will not share my work, or the contents of any assessment with others, and will always uphold the standards of academic integrity.”

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.**

DECA: All students are highly 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. Standard Dues are \$26.00 and include local, state, and national membership. Silver Level dues are \$40 and include a DECA t-shirt. Gold dues at \$65 and include a DECA t-shirt and sweatshirt.



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 Second Largest DECA chapter in the world.**

*** HELP US RECLAIM OUR TITLE AS THE WORLD'S LARGEST CHAPTER THIS YEAR!**

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