Company Name: Mujo Learning Systems
Book Title: *Fashion Marketing Essentials*
Author: David Shaw

Course Title: Fashion Marketing
Course Code: 5410
Hours: 120

COURSE DESCRIPTION: The Fashion Marketing course explores concepts and practices of the fashion industry to include an overview, the nature of fashion, elements and principles of design, textile basics, and career development. Students will incorporate marketing techniques and skills in the development of a marketing plan. Creativity, innovation, and collaboration are emphasized throughout the course.

OBJECTIVE: Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student will be able to perform the following core standards in a course that grants one unit of credit.
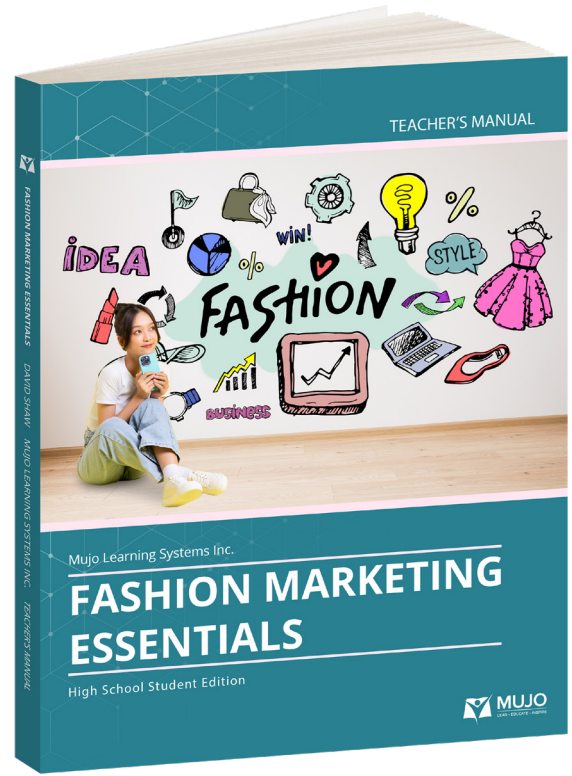
South Carolina Standards	Mujo Learning Systems Alignment
A. Safety: Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.	
1. Review school safety policies and procedures.	
2. Review classroom safety rules and procedures.	
3. Review safety procedures floor using equipment in the classroom.	**Teacher Supplement Required** according to individual school & district rules/regulations
4. Identify major causes of work-related accidents in office	
5. Demonstrate safety skills in an office/work environment.	

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B. Student Organizations: Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.	
1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).	
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	
3. Explain the benefits and responsibilities of being a member of a CTSO.	**Teacher Supplement Required** according to CTSO available in individual school/district
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.	
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.	
C. Technology Knowledge: Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.	
	Technology Knowledge Competencies are integrated througout *Fashion Marketing Essentials* in activities, discussions and case studies. S**ome Teacher Supplement may be Required** in application of skills. Specific examples of activities indicated below.
1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.	Integrated throughout Activities; use of computer, search, social media tools, design techniques and more.
2. Identify proper etiquette when using e-mail, social media, and other technologies for communication purposes.	p. 4, 14, 20, 65, 68, 173, 198; Chapter 8; Professional Development p.283-287
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.	T**eacher Supplement Required;** refer to school computer policies
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).	**Some Teacher Supplement Required;** Chapter 7; Regulation; p. 237-242
5. Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements floor personal use.	Chapter 7; Regulation; p. 237-242
6. Describe ethical and legal practices of safe guarding the confidentiality of business-related information.	S**ome Teacher Supplement Required;** Chapter 7; Fundamentals of Business; p.221
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.	**Teacher Supplement Required;** refer to school computer policies

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D. Personal Qualities and Employability Skills: Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential floor students in any program of study.	
	Personal Qualities and Employability Skills Competencies are integrated througout the textbook in activities, discussions and case studies. There are <u>many examples</u> throughout *Fashion Marketing Essentials* of these competencies, <u>one activity example</u> of each is indicated below.
1. Demonstrate creativity and innovation.	Activity p. 56
2. Demonstrate critical thinking and problem-solving skills.	Activity p.83
3. Demonstrate initiative and self-direction.	Teacher Supplement on student specific competency / completion of activities
4. Demonstrate integrity.	Activity p.144 (Ethics)
5. Demonstrate work ethic.	Teacher Supplement on student specific competency / completion of activities
6. Demonstrate conflict resolution skills.	Teacher Supplement on student specific competency / participation in group work
7. Demonstrate listening and speaking skills.	Discussion Questions p.40
8. Demonstrate respect for diversity.	Teacher Supplement on student specific competency / participation in group work
9. Demonstrate customer service orientation.	Activity p.161
10. Demonstrate teamwork.	Teacher Supplement on student specific competency / participation in group work

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E. Professional Knowledge: Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential floor students in any program of study.	
	Professional Knowledge Competencies are integrated througout the textbook in activities, discussions and case studies. Some Teacher Supplement may be required in explicit application of skills. There are <u>many examples</u> throughout *Fashion Marketing Essentials* of these competencies, <u>one activity example</u> of each is indicated below.
1. Demonstrate global or ""big picture"" thinking.	Activity p.72
2. Demonstrate career and life management skills and goal-making.	Activity p.33; goal setting
3. Demonstrate continuous learning and adaptability skills to changing job requirements.	Activity p.100 (AI advances to job requirements)
4. Demonstrate time and resource management skills.	Teacher Supplement on student specific competency / completion of all activities
5. Demonstrates information literacy skills.	Activity p.68
6. Demonstrates information security skills.	**Teacher Supplement**
7. Demonstrates information technology skills.	Activity p.22; search engine
8. Demonstrates knowledge and use of job-specific tools and technologies.	Activity p.37; SWOT as a job tool
9. Demonstrate job-specific mathematics skills.	Activity p.185
10. Demonstrates professionalism in the workplace.	Activity p.274
11.Demonstes reading and writing skills.	Activity p.44
12. Demonstrates workplace safety.	**Teacher Supplement**

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F. Fashion Industry Overview: Fashion marketers demonstrate knowledge o fthe fashion industry.They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Identify terminology used in the fashion industry (e.g.,. style, fashion trend, classic, Avant- grade.)	Chapter 2; Fashion Fundamentals; p. 41-43
2. Explain the fashion principles.	Chapter 2; Fashion Fundamentals; p. 41-43
3. Compare types of fashion retailers and their target markets.	Chapter 3; Fashion Retailers and Fashion Marketing; p.102-106
4. Discuss the foreign fashion markets.	Chapter 2; The Global Fashion Market; p. 69-73
5. Discuss enviromental influences on fashion (e.g social, psychological, economic)	Chapter 2; The Fashion Enviroment; p. 71-72
6. Evaluate careers in the fashion industry.	Chapter 8; Professional Development; p.263-278
7. Evaluate ethical practices in the fashion industry.	Chapter 4; Ethical Garment Construction; p.142-144
G. Nature and Role of Fashion: Fashion marketers understand the nature and role of fashion. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Differentiate the stages of the fashion cycle.	Chapter 2; The Fashion Cycle; p. 52-56
2. Analyze the impact of significant historical events on fashion.	Chapter 2; History of Fashion; p.45-51
3. Compare and contrast different fashion eras	Chapter 2; History of Fashion; p.45-51
4. Analyze the effect of fashion designers and influencers on current fashion trends.	Chapter 2; Influence and Influencers; p. 57-62

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H. Elements and Principles of Fabric Design: Fashion marketers understand and effectively use the elements and principles of design. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Identify terminology used in fabric design (e.g.,balance, line, proportion, texture, color, shape, harmony)	Chapter 4; Fabric Design Fundamentals; p. 118-122
2. Demonstrate the use of design principles and elements.	Chapter 4; Fabric Design Fundamentals; p. 118-122/ Activity p.123
3. Analyze the psychology of color and its role in clothing selection.	Chapter 4; Designing with Color; p.124-129
4. Demonstrate use of a color wheel in fashion.	Chapter 4; Designing with Color; p.124-129
5. Evaluate color schemes based on the color wheel.	Chapter 4; Designing with Color; p.124-129
6. Evaluate how line arrangement of clothing affects the clothing appearance.	Chapter 4; Fabric Design Fundamentals; p. 118-122
7. Evaluate how the form and shape of a garment affects the wearer's appearance.	Chapter 4; Wardrobes and Lifestyle; p. 147-148
8. Identify and compare accessory items indicating fashionable ways to accessorize garments.	Chapter 4; Sizing and Wardrobe Planning; Accessories; p. 149-152
9. Differentiate size and fit of shoes and apparel between children's, juniors", women's, and men's categories.	Chapter 4; Sizing and Wardrobe Planning; p. 145-148
10. Explain factors involved in planning wardrobes for different lifestyles.	Chapter 4; Sizing and Wardrobe Planning; p. 145-148
I. Textile Basics: Fashion marketers demonstrate knowledge of fibers and fabrics. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Compare and contrast synthetic and natural fibers.	Chapter 4; Textiles; p.130-135
2. Analyze and evaluate characteristics, names,and uses of various fibers, yarms, fabrics, and materials.	Chapter 4; Textiles; p.130-135
3. Demonstrate proper use of care labels floor various fabrics and materials.	Chapter 4; Textiles; Care Labelling p.136-138
4. Evaluate how technology has impacted the development of textiles.	Chapter 4; Textiles; p.130
5. Explain common garment construction methods.	Chapter 4; Garment Construction; p.139-144

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J. Selling: Fashion marketers demonstrate effective selling skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Identify the seven steps in the selling process.	Chapter 5; The Selling Process; p.156-158
2. Identify fashion selling techniques to enhance customer relationships and to increase the likelihood of making a sale.	Chapter 5; The Selling Process; The Customer Journey; p.162-166
3. Perform various mathematical calculations in retail sales (e.g., COGS, mark-up, retail price).	Chapter 5; Pricing and Transactions; p. 176-185; Activity p.185
4. Identify online selling techniques using technology.	Chapter 5; The Selling Process; p.155-159
5. Identify online shopping techniques using technology.	Chapter 2; The Fashion Enviroment; p.72/ Chapter 5; The Selling Process; p.155-159
6. Apply product knowledge in a sales demonstration.	Chapter 5; Sale Tactics p. 167-175; Activity p. 175
K. Fashion Promotion: Fashion marketers demonstrate promotional skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Explain the purpose and importance of promotion in the fashion industry.	Chapter 6; What is Fashion Promotion; p.190- 194
2. Explain how advertising influences and develops fashion trends.	Chapter 6; Personalized Promotion; p.195-201
3. Evaluate and design various marketing tools used for promotion (e.g., advertising, personal selling, sales promotion, and publicity).	Chapter 6; Personalized Promotion; p.195-201
4. Create customer relationship management strategies to enhance brand/fan loyalty (e.g., loyalty cards, fan clubs, and points system).	Chapter 6; Customers and Community; p. 213-216
5. Compare and contrast different types of interior display arrangements.	Chapter 6; Display and Planograms; p. 202-207
6. Assemble and arrange merchandise and dismantle various types of displays using planograms.	Chapter 6; Display and Planograms; p. 202-207; Activity p. 207
7. Plan and implement the key elements of a fashion show, to include the support of local retail businesses and partners.	Chapter 6; Fashion Shows; p. 208-212; Activity p. 212

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L. The Marketing Plan: Fashion marketers develop an effective marketing plan. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Describe the 4 Ps of marketing (product, price, place, promotion).	Chapter 1; Marketing Functions; p. 9-17/The Ps and Cs of the Marketing Mix p.18-22
2. Identify and use appropriate marketing research tools to justify the marketing plan.	Chapter 1; The Marketing Plan; p.28-33
3. Explain the basic elements of a marketing plan and how each component of the marketing plan contributes to successffuul marketing.	Chapter 1; The Marketing Plan; p.28-33
4. Identify the target market.	Chapter 3; Target Markets; p.78-114
5. Conduct a SWOT and PEST analysis to plan for opportunities in the market.	Chapter 1; SWOT Analysis; p.35-37; Activity p.37
6. Develop an effective marketing plan that includes, but not limited to, executive summary, situation analysis, objectives, marketing strategies, implementation, evaluation and control, and measures that can be used to quantify and/or qualify the results of the plan.	Chapter 1; The Marketing Plan; p.28-33; Activity p. 33
M. Professional Development: Fashion marketers demonstrate appropriate professional development skills. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in the Merchandising program of study.	
1. Create an effective resume, using elements that are generally accepted in today's workforce (contact information, profile, education, work experience, professional organizations, and volunteer work).	Chapter 8; Resumes and Cover Letters; p.270-272/ Activity p.272
2. Generate a position-specific cover letter, using proper business grammar and structure.	Chapter 8; Resumes and Cover Letters; p.273-275/ Activity p.274
3. Demonstrate effective interviewing skills and protocols.	Chapter 8; Applications and Interviews; p.276-282
4. Complete on-line and paper applications, using professional processes.	Chapter 8; Applications and Interviews; p.276-282