

CLARENCEVILLE HIGH SCHOOL
Fashion Merchandising
Course Syllabus

Department: Career and Technical Education
Semester/Year: 2011-12
Classroom: 101
Teacher: Ms. Wandzel jwandzel@clarenceville.k12.mi.us

Course description:

Fashion Merchandising is a course designed to teach students the concepts of marketing as they pertain to the exciting world of fashion. The world of fashion is one of beauty, style, and promotion. Marketing is the tool that has allowed the U.S. economy to be one of the most successful in the world. Half of every dollar spent by companies today is spent on marketing. The fashion industry is an important part of our modern day economy. Consumers of all ages spend billions of dollars each year on clothing and related accessories. This course prepares students interested in fashion merchandising or marketing for advanced study in the marketing field or entry into the work force.

Major Topics to be Covered:

The Meaning and Clothing of Fashion:

- ⇒ Personality and Individuality
- ⇒ Values and Attitudes
- ⇒ Fashion as an Art & Science
- ⇒ Economic and Political Influences
- ⇒ Styles, Fashions, Fads, and Classics

Fashion Movement:

- ⇒ Fashion Leaders & Followers
- ⇒ Theories of Fashion Movement
- ⇒ The Fashion Cycle
- ⇒ Importance of Fashion Change

Substance of Fashion Industry:

- ⇒ Soft Goods Chain
- ⇒ Membership in the Fashion Group
- ⇒ Geographic Locations

Textile Fibers and Yarns:

- ⇒ Natural Fibers
- ⇒ Manufactured Fibers
- ⇒ Fabric Design and Construction
- ⇒ The Textile Industry

Using Design in Fashion

- ⇒ Elements of Design
- ⇒ Principles of Design
- ⇒ Illusions Created by Design

The Fashion Design Segment

- ⇒ Price Market Categories
- ⇒ Collection Showings
- ⇒ Capitalizing on Name Recognition
- ⇒ The Designing Process
- ⇒ World Fashion Design Centers
- ⇒ Names in Fashion Design
- ⇒ U.S. Fashion Awards and Associations

Careers in Fashion

- ⇒ Researching Careers
- ⇒ Career *analysis and reporting*

Course Objectives: Upon completion of this course, students will be able to:

- ❑ Define marketing as it pertains to the world of Fashion
- ❑ Define and explain the importance of a target market and market segmentation.
- ❑ Explain the impact of history on fashion
- ❑ List high profile people who have impacted fashion and explain how and why
- ❑ Discuss the relationship between fashion marketing & our economy
- ❑ List the American, European, and Asian fashion centers
- ❑ Explain the importance of trunk shows and fashion shows (events)
- ❑ Explain the importance of research in determining fashion trends.
- ❑ Be able to create a survey as a research tool, tabulate and analyze results
- ❑ Be able to use research to gain information on designers
- ❑ Work with timelines to complete major projects
- ❑ List and define the elements and principles of design
- ❑ Create a sample clothing line based on research, while incorporating the principles and elements of design

Grade for Semester:

- | | |
|-------------------------------|-----|
| 1. Class work/participation | 50% |
| 2. Assessments (project/test) | 30% |
| 3. Final exam | 20% |

Resources needed:

Teacher supplied:

Text: Fashion Marketing & Merchandising, Mary Wolfe.

Additional Resource: The World of Fashion Merchandising, Mary Wolfe.

Student's responsibility:

Notebook
Pen/Pencil
Additional miscellaneous items as needed

Homework expectations: Assignments outside of class will be limited. Class time should be used efficiently to do all assignments.

Tardy/Absence policy: See Student handbook in classrooms

Grading scale:

A's	90-100%
B's	80-89%
C's	70-79%
D's	60-69%
E's	Below 60%

Classroom expectations: Be responsible - You are expected to be in the classroom and seated when the bell rings. You are expected to come prepared with anything you were required to bring with you. Be safe - You should remain in your seat until the bell to dismiss rings. Be respectful -No food or drinks allowed. Don't talk or walk around when the teacher is presenting. Ask permission to leave the room and follow the appropriate procedure (pass from teacher.) Treat others as you would like to be treated.

Below is a tentative schedule for the course, however it is subject to change:

Course Assignments

Week Number	Lesson Topic	Assignments
1	The Meaning & Clothing of Fashion	Exercises in handbook – will be provided
2	Influential Designers: Coco Chanel	Movie/Activity
3	Fashion Movement	Exercises in handbook – will be provided
4	Substance of the Fashion Industry	Exercises in handbook – will be provided
5	Textiles	Exercises in handbook – will be provided
6	Using Design in Fashion	Exercises in handbook – will be provided
7	The Fashion Design Segment	Exercises in handbook – will be provided
8	Designer Project	Project
9	Designer Project	Project
10	Careers in Fashion	Report

Please have a parent or guardian sign below and return just the signed portion to me. You may keep the syllabus for course and content information.

Clarenceville High School is committed to the policy that all persons shall have equal access to its programs, facilities and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status or sexual orientation.

Parent/Guardian Signature/Student Name

Date