

East Penn School District  
Secondary Curriculum

A Planned Course Statement  
for  
**Fashion Marketing**

Course # 674

Grade(s) 9-12

Department: Computer & Business Applications

Length of Period (mins.) 42

Total Clock Hours: 63

Periods per Cycle: 6

Length of Course (yrs.) .5

Type of Offering: \_\_\_\_\_ required  elective

Credit: .5

Adopted: 6/8/09

Developed by:  
Jayne St. Mary  
Kelly Duffy

## Description of Course

### Course Title: Fashion Marketing

**Description:** A follow-up course to Principles of Marketing, this course will engage students more specifically in the area of fashion. This course will introduce students to the fashion industry, types of products, marketing strategies, and careers in this popular field.

#### Goals:

- Students will be able to
  - Understand the industry of fashion marketing
  - Understand product and pricing decisions
  - Demonstrate knowledge of how to conduct marketing research
  - Create and gain knowledge about branding, imaging, and licensing
  - Understanding different promotion techniques
  - Prepare for careers in fashion

#### Requirements:

- Prerequisite: Principles of Marketing

#### Text:

- Gigi Ekstrom, Margaret Justiss. Fashion Marketing. New York: Glencoe/McGraw-Hill, 2006.

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### Key to Levels of Achievement (Listed with each learning objective)

Awareness (A):	Students are introduced to concepts, forms, and patterns.
Learning (L):	Students are involved in a sequence of steps and practice activities which involved further development and allow evaluation of process.
Understanding (U):	Students demonstrate ability to apply acquired concepts and skills to individual assignments and projects on an independent level.
Reinforcement (R):	Students maintain and broaden understanding of concepts and skills to accomplish tasks at a greater level of sophistication.

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>I. What is Fashion?</b>	1	Students will: <ul style="list-style-type: none"> <li>• Explain the different definitions of fashion</li> <li>• Identify the merchandise categories of fashion</li> <li>• Explain the difference between style and design</li> <li>• Identify the needs satisfied by clothing</li> </ul>	A	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13.1.11 B., E. NBEA Marketing II, III, IV
	2	Students will: <ul style="list-style-type: none"> <li>• Discuss the early history of clothing</li> <li>• Name some influential people in fashion history</li> <li>• Identify specific styles in the 20<sup>th</sup> century</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 8.2.12 D NBEA Marketing IV
<b>II. Fashion and Marketing</b>	3	Students will: <ul style="list-style-type: none"> <li>• Define the term Marketing</li> <li>• Explain types of customer characteristics used to define a target market</li> <li>• Explain fashion merchandising</li> </ul>	L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, II
	4	Students will: <ul style="list-style-type: none"> <li>• Describe the four components of the marketing mix</li> <li>• Identify the four types of promotion</li> <li>• Identify the seven functions of marketing</li> </ul>	L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing I, IV
<b>III. The Fashion Business</b>	5	Students will: <ul style="list-style-type: none"> <li>• Explain the three main market segments of the fashion industry</li> <li>• Describe the primary forms of business ownership</li> <li>• Identify the key risks faced by fashion businesses</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.5.9 C NBEA Marketing I, III

Unit	Num	Objective	Level	Content	Evaluation	Standard
	6	Students will: <ul style="list-style-type: none"> <li>• Explain how globalization has affected the fashion industry</li> <li>• Describe the impact of the fashion industry on the U.S. and world economies</li> <li>• Explain the relationship between supply and demand</li> </ul>	A, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA6.1.12 C NBEA Marketing III
IV. Fashion Centers	7	Students will: <ul style="list-style-type: none"> <li>• Describe a fashion design center</li> <li>• Define a buying center</li> <li>• Explain how design and buying centers impact local economies</li> <li>• Identify the most important design and buying centers</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.1.12 A NBEA Marketing II
	8	Students will: <ul style="list-style-type: none"> <li>• Explain the importance of global sourcing in the fashion industry</li> <li>• Describe how cultural influences affect mainstream fashion</li> </ul>	U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing III

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>V. Types of Fashion Trends</b>	9	Students will: <ul style="list-style-type: none"> <li>• Identify the types of fashion products</li> <li>• Explain the main categories of fashion apparel</li> <li>• Identify the classifications of fashion apparel categories</li> <li>• Explain the fashion cycle</li> <li>• Discuss the role of fashion leaders</li> <li>• Identify the different theories of fashion movement</li> <li>• Discuss the difference between fashion trends and fads</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing V
<b>VI. Fashion Products and Research</b>	10	Students will: <ul style="list-style-type: none"> <li>• Describe fashion products</li> <li>• Explain trade associations</li> <li>• Discuss trade publications and fashion magazines</li> <li>• Discuss aspects of product planning</li> <li>• Explain market segmentation and target market research</li> <li>• Define merchandise information systems</li> </ul>	A, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing IV, V

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>VII. Fashion Distribution</b>	11	Students will: <ul style="list-style-type: none"> <li>• Explain the role of the fashion buyer</li> <li>• Discuss the steps in the buying process or merchandising cycle</li> <li>• Identify the types of fashion retailers</li> <li>• Discuss buying motives</li> <li>• Explain the steps in the personal-selling process</li> <li>• Discuss the importance of math skills in the fashion industry</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13.1.11 A NBEA Marketing IV, V
<b>VIII. Fashion Pricing and Technology</b>	12	Students will: <ul style="list-style-type: none"> <li>• Describe the five price levels of fashion apparel</li> <li>• Identify the considerations used by fashion makers to determine prices</li> <li>• Explain how manufacturers use credit</li> <li>• Explain computer-integrated manufacturing</li> <li>• Describe inventory control and systems used in retail stores</li> </ul>	A, L, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 2.6.11 B NBEA Marketing IV

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>IX. Promoting Fashion</b>	13	Students will: <ul style="list-style-type: none"> <li>• Explain the purpose of visual merchandising in the fashion industry</li> <li>• Describe the display areas of a store</li> <li>• Identify the design elements of displays</li> <li>• Explain the four components of the promotional mix</li> <li>• Describe a fashion promotion plan</li> <li>• Discuss how designers and manufacturers use branding and licensing</li> </ul>	A, L, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing IV, V, VI
<b>X. Preparing for Fashion Careers</b>	14	Students will: <ul style="list-style-type: none"> <li>• Identify the personal traits valued by employers</li> <li>• Identify the personal skills valued by employers</li> <li>• Describe four areas of employment in the fashion industry</li> <li>• Discuss the education options for fashion careers</li> <li>• Describe ways to gain experience in the fashion industry prior to employment</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13.1.11 E, F, H

# National Business Education *Marketing* Standards

by the National Business Education Association

MARKETING education introduces students to the processes and functions involved in transferring business products or services to a consumer. The study of marketing in grades K-14 can help students gain a clearer picture of how key business functions, such as accounting and finance, are directly related to marketing activities. In addition, taking marketing courses may inspire students to study marketing at a more advanced level, which can be a springboard for a challenging and lucrative career. As a major business function, marketing impacts the American economic system as well as the international economy. There are at least two major principles related to marketing that all students should understand:

- General marketing concepts are important to everyone since they impact individuals, business, and society.
- Even though marketing practices continue to change, the conceptual framework, which is built upon a consumer orientation, should not be noticeably altered.

Marketing exists within an environment of rapidly evolving technology, interdependent nations and their economies, increasing demands for ethical and social responsibility, and constant change. These themes are fully developed and integrated within the major elements of marketing presented in these standards.

## **I. Foundations of Marketing**

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

## **II. Consumers and Their Behavior**

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

- A. Characteristics of Consumer Behavior
- B. Segmentation and Target Markets

## **III. External Factors**

Achievement Standard: Analyze the influence of external factors on marketing.

- A. Government and Legal Regulations
- B. Ethical Issues
- C. Economic Issues
- D. Competitive Environment
- E. Stakeholders
- F. Culture
- G. Technology



**IV. The Marketing Mix**

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. Products and Services

1. Classification
2. New Product Development and Ideas
3. Packaging
4. Branding
5. Product Mix
6. Service Extensions
7. Product Life Cycle

B. Place

C. Price

1. Advertising
2. Sales Promotion
3. Public Relations and Publicity
4. Personal Selling

**V. Marketing Research**

Achievement Standard: Analyze the role of marketing research in decision making.

**VI. The Marketing Plan**

Achievement Standard: Describe the elements, design, and purposes of a marketing plan.