

COURSE TITLE: Retail and Fashion Marketing

Course Description:

Retail and Fashion Marketing is designed to provide students with an overview of retail and fashion marketing principles and practices. 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, fashion industry economics, and an array of career opportunities. Standards are written in ways that encourage skill development in marketing segmentation and target marketing, product selection and buying, and inventory systems.

Potential Certifications/Credentials:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Course Scope and Sequence

Unit #	Unit Title	Estimated Hours
1	Foundational Standards	
2	Economics	
3	Marketing	
4	Technology	
5	Information Management	
6	Product Planning	
7	Promotion	
8	Distribution	
9	Legal Issues	
10	Career Opportunities	

Unit Plans of Instruction

Foundational Standards

Supporting--will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- F6. Discuss and demonstrate ways to value diversity.

Unit 2 Title: Economics

Content Standards

1. Gather and share information on the scope of the fashion industry and the impact that it has on the economy.
 - a. Explain the concept of fashion and identify the different types of businesses that comprise the fashion industry.
 - b. Describe how fashion marketing concepts are applied locally, nationally, and internationally.
 - c. Describe the influence that economic, social, media, political, demographic, geographic, and psychological factors have had and currently have on fashion.
 - d. Discuss the influence of iconic figures and events on fashion.
2. Describe the economic impact of global trade on business decisions and operations.
 - a. Investigate the basic economic implications of domestic manufacturing versus foreign manufacturing.
 - b. Explain current retail trends driven by global trade.

Unpacked Learning Objectives

Students know:

- Information on the scope of the fashion industry.
- Impact the fashion industry has on the economy.
- Concept of fashion.
- Different types of businesses that comprise the fashion industry.
- Fashion marketing concepts.
- How fashion marketing concepts are applied locally, nationally, and internationally.
- Economic, social, media, political, demographic, geographic, and psychological factors.
- Effect economic, social, media, political, demographic, geographic, and psychological factors have had and currently have on fashion.
- Influence of iconic figures and events on fashion.
- Economic impact of global trade on business decisions and operations.
- Basic economic implications of domestic manufacturing versus foreign manufacturing.
- Current retail trends driven by global trade.

Students are able to:

- Define the key terms/academic vocabulary associated with the scope of the fashion industry on an economy.
- Research how the fashion industry impacts an economy.
- Discuss ways in which the fashion industry impacts an economy.

- Compare and contrast the types of business ownership in the fashion industry.
- List an example of a fashion company that belongs to each type of business.
- Explain how the fashion marketing concept is used to make business decisions.
- Describe how the fashion marketing concepts are applied locally, nationally, and internationally.
- Discuss how a PEST Analysis is used as a tool for making business decisions.
- Describe the economic factors that impact the fashion industry.
- Provide an example of an economic factor and its effect on the fashion industry.
- Research iconic fashion figures and discuss their influence on the fashion industry.
- Research major fashion events and discuss their influence on the fashion industry.
- Describe the economic impact of global trade on business decisions and operations.
- Compare and contrast domestic and foreign manufacturing.
- Investigate the basic economic implications of domestic manufacturing versus foreign manufacturing.
- Research current retail trends driven by global trade.
- Explain current trends driven by global trade.

Students understand that:

- The fashion industry is a major factor in a nation's economy
- There are different types of businesses in the fashion industry
- The differences in the various types of business ownership in the fashion industry
- They can recognize what type of business a retail/fashion company is based on their business practices.
- Successful fashion businesses use the fashion marketing concept as a tool to make business decisions.
- There are many factors that affect the decisions made by businesses within the fashion industry
- Researching past influences on fashion may be used to help make future decisions in the fashion industry.
- The fashion industry has been shaped and influenced by events and iconic figures from the past.
- Global trade has an impact on the decisions made by businesses within the fashion industry.
- There are advantages and disadvantages associated with domestic or foreign manufacturing
- Trends drive global trade.

Unit Driving/Essential Question	What is the economic impact of domestic and global trade on the retail and fashion industry?
Exemplar High Quality Unit Task	Create a report discussing the economic impact of domestic and global trade on the retail and fashion industry.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p><u>Gather</u> and <u>share</u> information on the scope of the fashion industry and the impact that it has on the economy.</p>	<p>Formative Assessments: Teacher observes students discussing economic concepts as they relate to the retail and fashion industry.</p> <p>Class discussions of economic concepts as they relate to the retail and fashion industry.</p> <p>Exit Slips/Quizzes assessing students' understanding of economic concepts as they relate to the retail and fashion industry.</p> <p>Summative Assessments: Students create products (infographics,</p>	<p>Students are led in a discussion on</p> <ul style="list-style-type: none"> the scope of the fashion industry and the impact that it has on the economy the concept of fashion types of businesses that comprise the fashion industry factors that have had an impact on the fashion industry iconic figures and events in the fashion industry economic implications of domestic versus foreign manufacturing current retail trends driven by global trade <p>Students will complete an infographic or poster illustrating</p>	<p>ELA: Write a brief expository research essay about the scope of the fashion industry and the impact that it has on the economy using MLA (or another specified style) for Works Cited</p>	<ul style="list-style-type: none"> Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions Canva for creating infographics, posters, and slide decks/presentations LMS discussion board, quizzes, and assessments FBLA or DECA Competitive Events that allow students to demonstrate unit skills.

	presentations, posters) to demonstrate student understanding of economic concepts as they relate to the retail and fashion industry.	their understanding of the fashion industry and the impact it has on the economy.		
<u>Explain</u> the concept of fashion and <u>identify</u> the different types of businesses that comprise the fashion industry.	End of unit exam assessing student understanding of economic concepts as they relate to the retail and fashion industry.	Students will complete an infographic or poster illustrating their understanding of the fashion industry and the impact it has on the economy.		
<u>Describe</u> how fashion marketing concepts are applied locally, nationally, and internationally.	Students demonstrate their knowledge of economic concepts as they relate to the retail and fashion industry during planned classroom activities.	Students are assigned a group in the retail and fashion industry. The students will identify the business and provide an example of how their business contributes to the fashion industry.	ELA: Write a brief expository essay about the concept of fashion and the different types of businesses that comprise the fashion industry.	
<u>Describe</u> the influence that economic, social, media, political, demographic, geographic, and psychological factors have had and currently have on fashion.		Students will choose a city, region, or a country. Students will then describe how the fashion marketing concepts are applied in their selected city, region, or country.	ELA: Write a brief expository essay about how fashion marketing concepts are applied locally, nationally, and internationally.	
<u>Discuss</u> the influence of iconic figures and events on fashion.		Students are provided several news articles that involve events in the retail and fashion industry. Students will identify and describe what factor influenced this event.	ELA: Write a brief expository essay about the influence that economic, social, media, political, demographic,	

			geographic, and psychological factors have had and currently have on fashion.	
<u>Describe</u> the economic impact of global trade on business decisions and operations.		Students will choose an event or iconic figure in the fashion industry. Students will research facts about this event or figure and prepare a multimedia presentation based on their research.	ELA: Write a brief expository essay about the influence of iconic figures and events on fashion.	
<u>Investigate</u> the basic economic implications of domestic manufacturing versus foreign manufacturing.		Students are assigned to an American fashion company that trades both domestically and internationally (Nike, Calvin Klein, Ralph Lauren, Levi Strauss, The North Face, etc.). Students will research how this company trades domestically and then how they trade internationally (Where do they source their materials? Where do they manufacture their products?). Students are then told that there are new trade laws and the company must now move all operations to only trade	ELA: Write a brief expository essay about the economic impact of global trade on business decisions and operations.	

		domestically. Students will then describe how this law impacts their business decisions and operations.		
<u>Investigate</u> the basic economic implications of domestic manufacturing versus foreign manufacturing.		Students will complete a <u>Venn Diagram</u> outlining the implications of domestic manufacturing versus foreign manufacturing.	ELA: Write a brief expository essay about the basic economic implications of domestic manufacturing versus foreign manufacturing.	
<u>Explain</u> current retail trends driven by global trade.		Students will be tasked with <u>creating a podcast</u> identifying and explaining retail trends driven by global trade.	ELA: Write a brief expository research essay about the current retail trends driven by global trade using MLA (or another specified style) for Works Cited.	

Key Vocabulary

free-market system, profit, competition, supply, demand, resources, standard of living, perfect competition, business cycles, consumer confidence, merchandising, four-groups approach, primary group, secondary group, retail group, auxiliary group, raw material group, manufacturing group, retail group, designing, apparel sales, vertical integration, fashion marketing concept, concern for design, concern for customers, concern for profit, economic factors, social factors, media factors, political factors, demographic factors, geographic factors, psychological factors, PEST Analysis, globalization, import penetration, balance of trade, trade deficit, trade surplus, protectionism, market disruption, transshipping, dumping, world trade organization, structural adjustment, comparative advantage, infrastructure, North American Free Trade Agreement, value added, parity, full package production, joint venture, domestic manufacturing, foreign manufacturing

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, Retail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
FBLA Competitive Events: Advertising, Business Calculations, Business Communication, Business Ethics, Electronic Career Portfolio, Job Interview, Marketing, Sales Presentation, Supply Chain Management

Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Unit 3 Title: Marketing

Content Standards

3. Discuss the marketing concepts used in retail and fashion merchandising.
 - a. Describe the effect marketing has on current and future trends in fashion.
 - b. Explain why fashion industry products and services are valuable to the customer.
 - c. Explain marketing functions and related activities as they apply to fashion merchandising.
 - d. Explain the importance of marketing strategies utilized in the fashion industry.
 - e. Research connections between company actions and results.
 - f. Explain the purpose and processes of sales forecasting in fashion merchandising.
4. Research how leveraging the “four P’s” of marketing (Product, Price, Place, Promotion) can affect potential reach, revenue, and impact in the retail and fashion industries.
5. Evaluate and explain the effects of store layouts and merchandise presentation on customer behavior.
 - a. Identify elements that influence store layouts.
 - b. Identify types of fixtures used in presenting merchandise.
 - c. Explain the use of technology in visual merchandising.
 - d. Contrast merchandising techniques and store layouts used by various types of retailers.
6. Design a display for a specific store, season, and type of fashion.
 - a. Research customer demographics for the selected retailer.
 - b. Select merchandise, fixtures, lighting, and accessories for a marketing display.

Unpacked Learning Objectives

Students know:

- Marketing concepts used in retail and fashion merchandising.
- Effect marketing has on current and future trends in fashion.
- Fashion industry products and services.
- How fashion industry products and services are valuable to the customer.
- Marketing functions and related activities as they apply to fashion merchandising.
- Importance of marketing strategies utilized in the fashion industry.
- Connections between company actions and results.
- Purpose and processes of sales forecasting in fashion merchandising.

- How the “four P’s” of marketing (Product, Price, Place, Promotion) can affect potential reach, revenue, and impact in the retail and fashion industries.
- Effects of store layouts and merchandise presentation on customer behavior.
- Elements that influence store layouts.
- Types of fixtures used in presenting merchandise.
- Merchandising techniques and store layouts used by various types of retailers.
- How displays for a specific store, season, and type of fashion are designed.
- Selection process for merchandise, fixtures, lighting, and accessories for a marketing display.

Students are able to:

- Define the marketing concept
- Discuss the Product-Oriented Approach
- Discuss the Marketing-Oriented Approach
- Discuss the differences between the Product-Oriented and Marketing-Oriented approaches to the marketing concept.
- Define fashion industry products and services.
- Explain why fashion industry products and services are valuable to the customer.
- Provide an example of fashion industry products and services
- Define the functions of marketing.
- Explain marketing functions and related activities as they apply to fashion merchandising.
- Define marketing strategies utilized in the fashion industry
- Provide an example of product strategies used in the fashion industry.
- Provide an example of pricing strategies used in the fashion industry.
- Provide an example of place strategies used in the fashion industry.
- Provide an example of promotional strategies used in the fashion industry.
- Explain the importance of marketing strategies utilized in the fashion industry

Students understand that:

- The marketing concept and how they are used in retail and fashion merchandising.
- The fashion industry creates various products and services to meet the needs and wants of consumers.
- The marketing functions for the retail/fashion industry
- The fashion industry relies on marketing strategies to satisfy the consumer wants and needs.
- A company's results are directly related to their actions and the more interactive they are with their customers the more likely they are to achieve desired results.
- Importance of sales forecasting in fashion merchandising.
- A business' decisions on leveraging the four Ps will impact the reach, revenue and impact in the retail and fashion industries.
- The way a store is designed and how merchandise is presented will affect the consumer's buying behavior.
- A store layout is made up of several elements that are all designed to impact a customer's buying decision.

- There are several fixtures that are used in visual merchandising.
- Technology has impacted visual merchandising by creating engagement with buyers.
- Researching the merchandising techniques and store layouts used by the competition is important for remaining competitive with buyers.
- A display will change based on a specific store, season, and type of fashion.
- Determining customer demographics will help a retailer meet the wants and needs of their customers.
- How to select merchandise, fixtures, lighting, and accessories for a marketing display.

Unit Driving/Essential Question	How are the marketing functions applied in the retail/fashion industry?
Exemplar High Quality Unit Task	Create an infographic displaying the marketing functions in the retail/fashion industry.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<u>Discuss</u> the marketing concepts used in retail and fashion merchandising.	Formative Assessments: Teacher observes students discussing marketing concepts in the retail and fashion industry	Students are led in a discussion on marketing concepts used in retail and fashion merchandising	ELA: Write a brief expository essay about marketing concepts used in retail and fashion merchandising.	<ul style="list-style-type: none"> • Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions • Canva for creating infographics, posters, and slide decks/presentations • LMS discussion board, quizzes, and assessments • FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<u>Describe</u> the effect marketing has on current and future trends in fashion.	Class discussions of marketing concepts in the retail and fashion industry Exit Slips/Quizzes assessing students' understanding of marketing concepts in the retail and fashion industry Summative Assessments: Students create products (infographics, presentations, posters) to demonstrate student understanding of	Students are broken into small groups or pairs. Students take each P of the marketing mix and describe how it has changed over time. Students will brainstorm and predict how each element of the marketing mix might change as trends change in fashion.	ELA: Write a brief expository essay about The effect of marketing on future trends in fashion.	
<u>Explain</u> why fashion industry products and		In a discussion board, students explain how their clothing is	ELA: Write a brief expository essay	

services are valuable to the customer.	marketing concepts in the retail and fashion industry	valuable and provide economic utility to them as a customer.	about why fashion industry products and services are valuable to the customer.	
<u>Explain</u> marketing functions and related activities as they apply to fashion merchandising.	End of unit exam assessing student understanding of marketing concepts in the retail and fashion industry Students demonstrate their knowledge of marketing concepts in the retail and fashion industry	Students, in pairs or groups, are assigned a marketing function. Students will then create an infographic/ poster/presentation/ short documentary explaining how each marketing function applies to fashion merchandising.	ELA: Write a brief expository essay about marketing functions and related activities as they apply to fashion merchandising	
<u>Explain</u> the importance of marketing strategies utilized in the fashion industry.		Students are assigned to a fashion company. Students then analyze the company and their use of marketing strategies. Students explain the importance of these marketing strategies and how the company utilizes them to attract and retain customers.	ELA: Write a brief expository essay about marketing strategies utilized in the fashion industry.	
<u>Research</u> connections between company actions and results.		Students use available resources to research connections between company actions and results. Students will create an infographic/poster/multimedia presentation reporting their research.	ELA: Write a brief expository research essay about marketing strategies utilized in the fashion industry using MLA (or another specified style) for Works Cited.	
<u>Explain</u> the purpose and processes of sales forecasting in fashion merchandising.		Students role-play as buyers for a local fashion retailer. Assign each group a season. Each group will brainstorm and think about what they should order,	ELA: Write a brief expository research essay about the purpose and processes of sales	

		<p>how much they should order, and how much they should order. After the students have made these decisions, provide the students with their sales data for their assigned season. Students will then decide how well they forecasted their sales for the season. Students will present their results and explain the purpose and process of sales forecasting for their business.</p>	<p>forecasting in fashion merchandising.</p>
<p><u>Research</u> how leveraging the “four P’s” of marketing (Product, Price, Place, Promotion) can affect potential reach, revenue, and impact in the retail and fashion industries.</p>		<p>Students are assigned a brand name fashion brand and a generic fashion brand. Students then use available resources to research how leveraging the “four P’s” can affect potential, reach, revenue, and impact on their brand. Students will create an infographic/poster/multimedia presentation reporting their research.</p>	<p>ELA: Write a brief expository research essay about how leveraging the “four P’s” of marketing (Product, Price, Place, Promotion) can affect potential reach, revenue, and impact in the retail and fashion industries using MLA (or another specified style) for Works Cited..</p>
<p><u>Evaluate</u> and <u>explain</u> the effects of store layouts and merchandise presentation on customer behavior.</p>		<p>Students complete a discussion board providing examples and discussing store layouts and merchandise presentations they have experienced in the past. The students explain what impact the layout and merchandise presentation had on their purchasing decisions</p>	<p>ELA: Write a brief expository research essay about the effects of store layouts and merchandise presentation on customer behavior.</p>

		<p>while shopping in the store. Students will then evaluate their peer's responses and continue the dialogue.</p> <p>Students are provided the name of a retail or clothing store. Students will then research the store layouts and merchandise presentation of the store and evaluate the effects of the store's layout and merchandise presentation on customer behavior. Students will create an infographic, poster, or multimedia presentation to explain their findings.</p>		
<p><u>Identify</u> elements that influence store layouts.</p>		<p>Students are provided example store layouts and will use markers, crayons, or colored pencils to identify the elements that influence store layouts.</p>	<p>ELA: Write a brief expository essay about elements that influence store layouts.</p>	
<p><u>Identify</u> types of fixtures used in presenting merchandise.</p>		<p>Students locate images of the different types of fixtures used in presenting merchandise. Students print these images and create flash cards by gluing the image of the fixture on one side and writing the name of the fixture on the other. Students then take turns having their peer's identify the types of fixtures used in presenting merchandise.</p>	<p>ELA: Write a brief expository essay on the types of fixtures used to present merchandise.</p>	

<p><u>Explain</u> the use of technology in visual merchandising.</p>		<p>Students will research technology that can be used in visual merchandising. Students will then create a mind map of their selected technology and discuss the technology, when it is best used, and a pro and a con of the technology.</p>	<p>ELA: Write a brief expository essay about the use of technology in visual merchandising.</p>	
<p><u>Contrast</u> merchandising techniques and store layouts used by various types of retailers.</p>		<p>Students will be tasked with visiting five retailers that sell a variety of products. Students will make notes of the merchandising techniques and store layouts that are used at each retailer. Students will then create a chart using the data they collected to contrast merchandising techniques and store layouts used by the retailers they visited.</p>	<p>ELA: Write a brief compare/contrast after store visits about merchandising techniques and store layouts used by various types of retailers.</p>	
<p><u>Design</u> a display for a specific store, season, and type of fashion.</p>		<p>Using Canva, students will be assigned a random store, season, and type of fashion. They will then design a display that best fits their assigned store, season, and type of fashion.</p>	<p>ELA: Write a brief expository essay about designing a display for a store, a season, and type of fashion.</p>	
<p><u>Research</u> customer demographics for the selected retailer.</p>		<p>Students will be assigned a clothing retailer. Students will research the customer demographics for their selected retailer. Students will then create a table to share their results.</p>	<p>ELA: Write a brief expository research essay about customer demographics for the selected retailer using MLA (or another specified style guide) for Works Cited.</p>	

<p>Select merchandise, fixtures, lighting, and accessories for a marketing display.</p>		<p>Students will be assigned a retail store. Students will then research the retail store and decide on the target market that they will use as the focus for their display. Students will then select the merchandise, fixtures, lighting and accessories for their marketing display.</p>	<p>ELA: Write a brief expository essay about merchandise, fixtures, lighting and accessories for a market display.</p>	
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Key Vocabulary

accessories, A-frames, ambiance, apparel, architectural display, assortment breadth, assortment depth, big box stores, bins, boutique, build-ups, buying motives, card holders, carousels, consolidation, consumer buying behavior, C-rack, customer area, customer demographics, decorative props, department stores, diagonal floor plan, direct competition, discounters, distribution, drapers, end caps, face-forward presentation, financing, fiscal period, floodlighting, floor set plan, four-way rack, functional props, generations, geographical, gondola, grid layout, grid units, horizontal integration, income, indirect competition, interior displays, inventory, kiosks, lifestyle competition, lighting, loop floor plan, luggage, mannequins, marketing concept, marketing information management, marketing share, marketing-oriented approach, marquee, maze layout, merchandising policies, mobile integration, open display, operational policies, overlighting, pedestal unit, pinpointing, planogram, point-of-purchase display, prestige pricing, price promoting, promotion, psychographic trends, QR codes, quad rack, reach, retail positioning, revenue, sales forecasting, sales records, sales support area, shoulder-out presentation, showrooming, slatwall unit, spiral costumer, storefront, straight arm, straight floor plan, structural props, textiles, theme groupings, tier table or rack, T-stand, underlighting, vertical competition, virtual retailer, visual merchandising

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
FBLA Competitive Events: Advertising, Business Calculations, Business Communication, Business Ethics, Electronic Career Portfolio, Job Interview, Marketing, Sales Presentation, Supply Chain Management

Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Unit 4 Title: Technology

Content Standards

7. Gather and share information on the impact of technology on the fashion industry and merchandising.
 - a. Describe the use of technology in selling and merchandising, citing specific examples.
 - b. Investigate and report on emerging technology applications and Internet sites related to fashion marketing.

Unpacked Learning Objectives

Students know:

- Impact of technology on the fashion industry and merchandising.
- Technology used in selling and merchandising.
- Emerging technology applications and Internet sites related to fashion marketing.

Students are able to:

- Describe the use of technology in selling and merchandising, citing specific examples.

Students understand that:

- Students understand that technology has impacted the way that products are sold and merchandised.

Unit Driving/Essential Question	How does the fashion industry leave a global footprint?
Exemplar High Quality Unit Task	Students will complete a KWL chart on fashion and merchandising.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Students will... <u>Gather</u> and <u>share</u> information on the impact of technology on the fashion industry and merchandising.</p>	<p>Formative Assessments: Teacher observes students discussing the impact of technology on the fashion industry and merchandising.</p> <p>Class discussions of the impact of technology on the fashion industry and merchandising.</p> <p>Exit Slips/Quizzes assessing students' understanding of the impact of technology on the fashion industry and merchandising.</p>	<p>Students are led in a discussion on the impact of technology on the fashion industry and merchandising</p> <p>Students will complete an infographic or poster illustrating their understanding of the impact of technology on the fashion industry and merchandising.</p>	<p>ELA: Write a brief expository research essay about the impact of technology on the fashion industry and merchandising using MLA (or another specified style) for Works Cited</p> <p>ELA: Actively listen to class discussions and take notes using a GRAPHIC ORGANIZER</p>	<ul style="list-style-type: none"> • Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions • Canva for creating infographics, posters, and slide decks/presentations • LMS discussion board, quizzes, and assessments • FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<p><u>Describe</u> the use of technology in selling and merchandising, citing specific examples.</p>	<p>Summative Assessments:</p>	<p>Students will create a table with examples of technology used in the selling and merchandising of a product. Students will</p>	<p>ELA: Write a brief expository essay about the use of technology in selling and merchandising, citing specific examples.</p>	

	<p>Students create products (infographics, presentations, posters) to demonstrate student understanding of the impact of technology on the fashion industry and merchandising.</p> <p>End of unit exam assessing student understanding of the impact of technology on the fashion industry and merchandising</p>	<p>include the name of the technology, when it is often used, how the customer interacts with the technology, and how the technology impacts customer behavior.</p>		
<p><u>Investigate</u> and <u>report</u> on emerging technology applications and Internet sites related to fashion marketing.</p>	<p>Students demonstrate their understanding of the impact of technology on the fashion industry and merchandising during planned classroom activities..</p>	<p>Students will be assigned a technology application or website that is used in fashion marketing. Students will then create a Podcast discussing the technology, how it is used by the industry, and how they predict this technology may change in the future.</p>	<p>ELA: Write a brief expository research essay about emerging technology applications and Internet sites related to fashion marketing using MLA (or another specified style) for Works Cited</p>	

Key Vocabulary

information management, E-commerce, E-tailers, information management, E-commerce, E-tailers, computer network, artificial intelligence, cloud computing, clienteling, analytics, location-based marketing, beacon, geofencing, social media, digital displays, Search Engine Optimization (SEO)

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
FBLA Competitive Events: Advertising, Business Calculations, Business Communication, Business Ethics, Electronic Career Portfolio, Job Interview, Marketing, Sales Presentation, Supply Chain Management

Certification/Credential Connection:

Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales

Unit 5 Title: Information Management

Content Standards

8. Analyze the impact of marketing information management on the fashion industry.
 - a. Explain the importance of marketing information management to the fashion industry.
 - b. Describe the use of technology in processing marketing data.
 - c. Describe the different methods of conducting research and the characteristics of effective data-collection instruments.
 - d. Explain the role of market segmentation in target marketing in the fashion industry.
 - e. Describe the relationship between market research and product development and sales.

Unpacked Learning Objectives

Students know:

- Impact of marketing information management on the fashion industry.
- Importance of marketing information management to the fashion industry.
- Use of technology in processing marketing data.
- Different methods of conducting research
- Characteristics of effective data-collection instruments.
- Role of market segmentation in target marketing in the fashion industry.
- Relationship between market research and product development and sales.

Students are able to:

- Understand the relationship between marketing information management and satisfying a customer's wants and needs.
- Analyze the impact of information management on the fashion industry.
- Explain the importance of marketing information management to the fashion industry.
- Describe the use of technology in processing marketing data.
- List the different methods of conducting research.
- Compare and contrast secondary and primary data sources.
- List the steps in the marketing research process.
- Describe the different methods of conducting research and the characteristics of effective data-collection instruments.
- Discuss how companies create a target market.
- Explain the role of market segmentation in target marketing in the fashion industry.
- Discuss the purpose of market research.
- Describe the relationship between market research and product development and sales.

Students understand that:

- The marketing concept and how they are used in retail and fashion merchandising.
- The fashion industry creates various products and services to meet the needs and wants of consumers.
- The marketing functions for the retail/fashion industry
- The fashion industry relies on marketing strategies to satisfy the consumer's wants and needs.
- A company's results are directly related to their actions and the more interactive they are with their customers the more likely they are to achieve desired results.
- The importance of sales forecasting in fashion merchandising.
- A business' decisions on leveraging the four Ps will impact the reach, revenue and impact in the retail and fashion industries.
- The way a store is designed and how merchandise is presented will affect the consumer's buying behavior.
- A store layout is made up of several elements that are all designed to impact a customer's buying decision.
- There are several fixtures that are used in visual merchandising.
- Technology has impacted visual merchandising by creating engagement with buyers.
- Researching the merchandising techniques and store layouts used by the competition is important for remaining competitive with buyers.
- A display will change based on a specific store, season, and type of fashion.
- Determining customer demographics will help a retailer meet the wants and needs of their customers.
- How to select merchandise, fixtures, lighting, and accessories for a marketing display.

Unit Driving/Essential Question	How does marketing information management affect the success of a business in the retail and fashion industry?
Exemplar High Quality Unit Task	Students choose a retail or fashion business they are most familiar with. Students will research and analyze how the company utilizes marketing information management tools. Students will then create a short multimedia presentation explaining the importance of marketing information management and the company's success. Students will then identify another way that their business could utilize marketing information management to increase sales.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Students will... <u>Analyze</u> the impact of marketing information management on the fashion industry.	Formative Assessments: Teacher observes students discussing the impact of marketing information management on the fashion industry Class discussions of the impact of marketing information management on the fashion industry Exit Slips/Quizzes assessing students' understanding of the impact of marketing information management on the fashion industry	Students are broken down into pairs or broken into groups. Students will select a retailer of their choice to analyze. Students will then research how their chosen retailer might collect and analyze marketing information. Students will then create an infographic, poster, or multimedia presentation presenting their research.	ELA: Write a brief expository essay about the impact of marketing information management on the fashion industry.	<ul style="list-style-type: none"> • Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions • Canva for creating infographics, posters, and slide decks/presentations • LMS discussion board, quizzes, and assessments • FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<u>Explain</u> the importance of marketing information management to the fashion industry.	Summative Assessments:	Students discuss, as a group, the importance of marketing information management to a business in general. Then, students discuss why marketing information management is	ELA: Write a brief expository essay about the importance of marketing information management to the fashion industry.	

	Students create products (infographics, presentations, posters) to demonstrate student understanding of the impact of marketing information management on the fashion industry	extremely important in the fashion industry.		
<u>Describe</u> the use of technology in processing marketing data.		Students create an infographic, poster, or multimedia presentation describing the use of technology in processing marketing data.	ELA: Write a brief expository essay about the use of technology in processing marketing data.	
<u>Describe</u> the different methods of conducting research and the characteristics of effective data-collection instruments.	End of unit exam assessing student understanding of the impact of marketing information management on the fashion industry	Students create an infographic describing the different methods of conducting research and the characteristics of effective data-collection instruments.	ELA: Write a brief expository essay about the impact of marketing information management on the fashion industry.	
<u>Explain</u> the role of market segmentation in target marketing in the fashion industry.	Students demonstrate their understanding of the impact of marketing information management on the fashion industry during planned classroom activities.	Students create a “one-pager” style document explaining the role of market segmentation in target marketing in the fashion industry.	ELA: Write a brief expository essay about market segmentation in the fashion industry.	
<u>Describe</u> the relationship between market research and product development and sales.		Students will create a Venn Diagram to describe the relationship between market research and product development and sales.	ELA: Write a brief expository essay about the relationship between market research and product development and sales.	

Key Vocabulary

market segmentation, target marketing, demographics, psychographics, market research, product development, information systems, database, Marketing-Information Database (MIS), database marketing, marketing research, research process, data, secondary data, primary data, quantitative data, qualitative data, survey, interview, focus group, test marketing

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
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Unit 6 Title: Product Planning

Content Standards

9. Utilize pricing strategies to maximize return on merchandising efforts and meet customers' perception of value.
 - a. Explain how customers see value in terms of price.
 - b. Explain how value is perceived when combining both price and non-price factors.
 - c. Describe the role of business ethics in pricing.
 - d. Explain the use of technology in the pricing function.
10. Research and explain the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.
 - a. Describe the use of technology in the product/service management function.
 - b. Explain the three main market segments of the fashion industry (primary, secondary, and tertiary).
 - c. Compare types of fashion retailers and their target markets, and categorize local, national, and international fashion retailers and market centers according to these types.
 - d. Describe factors used by marketers to position products and services and by businesses to position corporate brands.
11. Determine the factors to consider when developing a merchandise plan and budget for a business.
 - a. Differentiate between cost and retail when determining prices for merchandise.
 - b. Calculate gross profit and net profit.
 - c. Explain the components of the merchandise plan.
 - d. Explain the use of the "open-to-buy" concept to maintain the appropriate level and mix of merchandise.
12. Implement a plan for inventory management and computer product pricing, utilizing cost control methods.
 - a. Describe the importance of inventory control.
 - b. Examine the impact of internal and external shortage and shrinkage.
 - c. Describe the extent to which inventory control impacts profits.
 - d. Calculate markups, markdowns, and types of discounts.
 - e. Describe the impact of mispricing on profits.

Unpacked Learning Objectives

Students know:

- Pricing strategies to maximize return on merchandising efforts
- Pricing strategies to meet customers' perception of value

- How customers see value in terms of price.
- How value is perceived when combining both price and non-price factors.
- Role of business ethics in pricing.
- Technology in the pricing function.
- Concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.
- Technology in the product/service management function.
- Three main market segments of the fashion industry (primary, secondary, and tertiary).
- Types of fashion retailers and their target markets, and categorize local, national, and international fashion retailers and market centers according to these types.
- Factors used by marketers to position products and services and by businesses to position corporate brands.
- Factors to consider when developing a merchandise plan and budget for a business.
- Cost and retail when determining prices for merchandise.
- Components of the merchandise plan.
- How to use the "open-to-buy" concept to maintain the appropriate level and mix of merchandise.
- Inventory management and computer product pricing, utilizing cost control methods.
- Importance of inventory control.
- Impact of internal and external shortage and shrinkage
- Extent to which inventory control impacts profits.

Students are able to:

- Discuss pricing strategies that are typically used in the fashion industry.
- Utilize pricing strategies to maximize return on merchandising efforts and meet customers' perception of value.
- Discuss how a customer might perceive a product's value based on price as well as factors other than price
- Explain how value is perceived when combining both price and non-price factors.
- Describe the role of business ethics in pricing.
- Explain the concepts of product mix and product/service branding.
- Analyze a business's product mix and identify the product lines, product items, product width, and product depth.
- Identify ways that the use of technology impacts the product/service management function.
- Describe the use of technology in the product/service management function.
- Explain the three main market segments of the fashion industry (primary,secondary, and tertiary).
- Compare types of fashion retailers and their target markets
- Discuss the purpose of a budget for a buyer in a retail business.
- Determine the factors to consider when developing a merchandise plan and budget for a business.
- Differentiate between cost and retail when determining prices for merchandise.
- Discuss the difference between gross profit and net profit.
- Calculate gross profit and net profit.
- List the stages of the merchandise life cycle.

- Implement a plan for inventory management and computer product pricing, utilizing cost control methods.
- Describe the importance of inventory control.

Students understand that:

- Pricing strategies are used by retailers to not only generate a profit but to also ensure that customer’s perceive value in their products.
- Customers will perceive a product’s value based on its price.
- Customers can perceive a product’s value based on its price and on other factors aside from price.
- Businesses must use ethics when pricing their products.
- The government plays a role in how a company prices its products.
- Technology can help a company effectively price their products.
- Developing a varied product mix allows a business or organization to reach more customers by having multiple product lines and items to meet their customer’s needs.
- Understanding a business’ product mix strategy will help students become an educated consumer.
- Technology impacts the product/service management function of marketing.
- A target market is broken into three market segments.
- Fashion retailers fall into different categories including local, national, and international fashion retailers.
- There are several factors that a company can use to position their brand in the market.
- Buyers in a retail business use a budget when creating a merchandising plan.
- There is a difference between what it costs a company to produce a product and the price they will sell the product to customers.
- The difference between gross profit and net profit.
- Merchandising is a functional area of fashion/retail.
- Companies use various formulas and methods to determine inventory levels in their retail locations.
- How to calculate the Open to Buy formula.
- It is important to be able to create a plan for how a company will handle inventory and their costs.
- Inventory control is important in a business because it will directly impact their net profits.
- The part that theft has to play in a company’s profits.
- Ways to prevent internal and external theft.
- Theft, internal or external, can negatively impact a company’s profits.
- Being able to determine the sales price of an item using markup, markdown, and sales discounts is an essential life skill.
- If a company doesn’t price their product accurately it could lead to decreased profits.

Unit Driving/Essential Question	How do businesses in the retail and fashion industry plan for new products?
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Exemplar High Quality Unit Task	Students choose a retail or fashion business they are most familiar with. Students will complete the steps of the product planning process to make a change to the business' product mix (add a new product or change an existing product). The students will create a multimedia presentation where they will discuss the product, why it will fit into the business' product mix, calculate the price for the product, calculate projected gross and net profit for the product, and discuss how the inventory for the product will be handled.
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Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Students will <u>Utilize</u> pricing strategies to maximize return on merchandising efforts and meet customers' perception of value.	Formative Assessments: Teacher observes students discussing the product planning process as it relates to the retail and fashion industry Class discussions of the product planning process as it relates to the retail and fashion industry	Students are tasked with creating a short presentation assuming they are the owners of a local retail store. Students will discuss which pricing strategy they will utilize to maximize return on their merchandising efforts and meet customers' perception of value.	ELA: Write a brief expository essay about pricing strategies used to maximize a return on merchandising efforts and meeting customers' perception of value.	<ul style="list-style-type: none"> • Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions • Canva for creating infographics, posters, and slide decks/presentations • LMS discussion board, quizzes, and assessments • FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<u>Explain</u> how customers see value in terms of price.	Exit Slips/Quizzes assessing students' understanding of the product planning process as it relates to the retail and fashion industry	Students will create a presentation where they will choose a retail or fashion company and explain how customers see value in the terms of the price of their chosen company's products.	ELA: Write a brief expository essay about how customers see value in terms of price	
<u>Explain</u> how value is perceived when combining both price and non-price factors.	Summative Assessments: Students create products (infographics,	Students will create a presentation where they will choose a retail or fashion company and explain how customers see value in the terms	ELA: Write a brief expository essay about how value is perceived when combining both	

	presentations, posters) to demonstrate student understanding of the product planning process as it relates to the retail and fashion industry	of the price of their chosen company's products. Students will also discuss non-price factors that affect how value is perceived by customers.	price and non-price factors.	
<u>Describe</u> the role of business ethics in pricing.	End of unit exam assessing student understanding of the product planning process as it relates to the retail and fashion industry	Students will read news articles featuring unethical pricing behavior. Students will then describe (in a whole group or discussion board) the role of business ethics in pricing.	ELA: Write a brief expository research essay about the role of business ethics in pricing.	
<u>Explain</u> the use of technology in the pricing function.	Students demonstrate their understanding of the product planning process as it relates to the retail and fashion industry	Students will create a presentation where they will choose a retail or fashion company and explain the use of technology in the pricing function.		
<u>Research and explain</u> the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities.		Students choose a company and its product mix. Students will then research the company and how their product mix has changed. Students will then create an infographic, poster, or multimedia presentation explaining how the company obtained, developed, maintained, and improved their product mix in response to market opportunities.	ELA: Write a brief expository research essay about the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities using MLA (or another specified style guide) for Works Cited.	
<u>Describe</u> the use of technology in the product/service management function.		Students will create an infographic, poster, or multimedia presentation describing the use of technology in the product/service management function.	ELA: Write a brief expository essay about how technology is used in the product service management function.	

<p><u>Explain</u> the three main market segments of the fashion industry (primary, secondary, and tertiary).</p>		<p>Students are assigned one of the three segments of the fashion industry. Students create an infographic, poster, or multimedia presentation explaining their assigned segment and providing examples.</p>	<p>ELA: Write a brief expository essay about the assigned segment of the fashion industry.</p>	
<p><u>Compare</u> types of fashion retailers and their target markets, and <u>categorize</u> local, national, and international fashion retailers and market centers according to these types.</p>		<p>Students create a table or a chart comparing the types of fashion retailers and their target markets.</p>	<p>ELA: Write a brief expository essay comparing types of fashion retailers and tier target markets. Categorize local, national, and international fashion retailers.</p>	
<p><u>Describe</u> factors used by marketers to position products and services and by businesses to position corporate brands.</p>		<p>Students will then categorize local, national, and international fashion retailers and market centers according to their type.</p>	<p>ELA: Write a brief expository research essay about factors used by marketers to position products and services and by businesses to position corporate brands.</p>	
<p><u>Determine</u> the factors to consider when developing a merchandise plan and budget for a business.</p>		<p>Students will brainstorm with a partner and create a list of factors to consider when developing a merchandise plan and budget for a business.</p>	<p>ELA: Write a brief expository research essay about the factors to consider when developing a merchandise plan and budget for a business.</p>	
<p><u>Differentiate</u> between cost and retail when determining prices for</p>		<p>Students will complete a discussion board where they will differentiate between cost and</p>	<p>ELA: Write a brief expository research essay about the</p>	

merchandise.		retail when determining prices for merchandise.	difference between cost and retail.	
<u>Calculate</u> gross profit and net profit.		Students will complete a worksheet of problems where they will calculate gross profit and net profit.	ELA: Write a brief expository research essay on how to calculate gross profit and net profit.	
<u>Explain</u> the components of the merchandise plan.		Students will be assigned a component of the merchandise plan. Students will create a short presentation defining the component and explaining how the component is used in the merchandise plan.	ELA: Write a brief expository essay about the assigned component of the merchandise plan.	
<u>Explain</u> the use of the "open-to-buy" concept to maintain the appropriate level and mix of merchandise.		Students create an infographic, poster, or multimedia presentation defining the "open-to-buy" concept and explain how it is used to maintain the appropriate level and mix of merchandise.	ELA: Write a brief expository essay about the use of the "open-to-buy" concept to maintain the appropriate level and mix of merchandise.	
<u>Implement</u> a plan for inventory management and computer product pricing, utilizing cost control methods.		Students are assigned to a retail or fashion clothing store. Students will then create a short presentation, as the company, discussing how they will implement a plan for inventory management, computer product pricing, and utilize cost control methods.	ELA: Write a brief expository essay about a plan for inventory management and computer product pricing, utilizing cost control methods.	
<u>Describe</u> the importance of inventory control.		Students will choose a retail or fashion clothing store. Students will then describe the importance	ELA: Write a brief expository essay about the importance of	

		of inventory control for their chosen retailer.	inventory control for their chosen retailer.	
<u>Examine</u> the impact of internal and external shortage and shrinkage.		Students will create a public service announcement video examining the impact of internal and external shortage and shrinkage.	ELA: Write the PSA script	
<u>Describe</u> the extent to which inventory control impacts profits.		Students will participate in a discussion board describing the extent to which inventory control impacts profits.	ELA: Write a brief expository research essay about the extent to which inventory control impacts profits.	
<u>Calculate</u> markups, markdowns, and types of discounts.		Students will complete a worksheet of problems where they will calculate markups, markdowns, and discounts on products.	ELA: Write a brief expository research essay about markups, markdowns, and types of discounts.	
<u>Describe</u> the impact of mispricing on profits.		Students will calculate the gross profit and net profit for a company. Students will then calculate the gross profit and net profit for the same company. This time the selling price will be incorrect leading to a decrease in net profit. Students will then create a discussion board post describing the impact of mispricing on profits.	ELA: Write a brief expository research essay describing the impact of mispricing on profits.	

Key Vocabulary

“open-to-buy” concept, bait and switch, costs of goods sold, deceptive pricing, deterrence of competition, enterprise resource planning systems, external theft, fixed cost, gross profit, interactive touch screen computers, internal theft, loss leader, Manufacturer’s Suggested Retail Price (MSRP), mark down, mark up, market segments, maximize profits, maximize sales, name brand, net profit, odd-figure pricing, perceived value, pilferage, point of sale systems, predatory pricing, price ceiling, price discrimination, price floor, price point, pricing strategy, primary marketing segment, product item, product life cycle, product line, product mix depth, product mix width, profit, retail price, secondary market segment, shoplifting, shrinkage, store brand, tertiary market segment, unit pricing, value based pricing, variable cost

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

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Unit 7 Title: Promotion

Content Standards

13. Develop a fashion or retail promotion utilizing elements of the promotional mix.
 - a. Describe the use of technology in the promotion function.
 - b. Identify the elements of the promotional mix, including sales promotion, public relations and publicity, advertising, and personal selling.
 - c. Explain the importance of public relations and publicity in the fashion industry.
 - d. Describe the different types of media used in retail fashion advertising.
 - e. Explain the importance of coordinating elements of advertising.
14. Analyze and apply techniques needed for an effective sales presentation.
 - a. Obtain customer and product knowledge needed for an effective presentation.
 - b. Utilize appropriate techniques when opening a sales presentation.
 - c. Utilize questioning techniques in order to satisfy customers' needs and wants.
 - d. Incorporate feature-benefit selling to increase the effectiveness of a sales presentation.
 - e. Identify and resolve customers' questions and present possible solutions to customers' objections.
 - f. Demonstrate methods for closing the sale.
 - g. Explain the importance of suggestive selling techniques.

Unpacked Learning Objectives

Students know:

- Fashion promotion utilizing elements of the promotional mix.
- Detail promotion utilizing elements of the promotional mix.
- Technology in the promotion function.
- Elements of the promotional mix, including sales promotion, public relations and publicity, advertising, and personal selling.
- Public relations and publicity in the fashion industry.
- Different types of media used in retail fashion advertising.
- Importance of coordinating elements of advertising.
- Techniques needed for an effective sales presentation.
- Customer and product knowledge needed for an effective presentation.
- Techniques when opening a sales presentation.
- Questioning techniques in order to satisfy customers' needs and wants.
- Feature-benefit selling to increase the effectiveness of a sales presentation.

- How to overcome customer objections and answer questions.
- Methods for closing the sale.
- Importance of suggestive selling techniques.

Students are able to:

- Discuss the elements of the promotional mix.
- Develop a fashion or retail promotion utilizing elements of the promotional mix.
- Describe the use of technology in the promotion function.
- Identify the elements of the promotional mix, including sales promotion, public relations and publicity, advertising, and personal selling.
- Explain the importance of public relations and publicity in the fashion industry.
- List types of media used in retail fashion advertising.
- Describe the different types of media used in retail fashion advertising.
- Identify the elements of an advertisement.
- Explain the importance of coordinating elements of advertising.
- List the steps in the personal selling process.
- Summarize tasks to complete when preparing to sell.
- Obtain customer and product knowledge needed for an effective presentation.
- Analyze and apply techniques needed for an effective sales presentation.
- Utilize appropriate techniques when opening a sales presentation.
- Discuss when a sales professional would use each of the questioning techniques.
- Utilize questioning techniques in order to satisfy customers' needs and wants.
- Compare and contrast features and benefits of a product.
- Identify a product's feature and discuss the benefit of the feature.
- Incorporate feature-benefit selling to increase the effectiveness of a sales presentation.
- Discuss how substitute selling could help close a sale.
- Identify and resolve customers' questions and present possible solutions to customers' objections.
- Demonstrate methods for closing the sale.
- List suggestive selling techniques.
- Explain the importance of suggestive selling techniques.

Students understand that:

- The promotional mix consists of sales promotion, advertising, personal selling, and public relations.
- The promotional mix will be different for each product line.
- There are several technology tools that are used in the promotion function to inform, persuade, and remind customers about their products.
- There are several elements of the marketing mix that a company needs to consider for their products.
- Public image is important in the fashion industry. Students understand that the fashion industry uses several different types of media to communicate with their customers.

- Advertisements have several elements that must be coordinated so that they work together to relay the desired message to a customer.
- Personal selling is a major part of most careers in the retail and fashion industry.
- Successful sales professionals gather as much knowledge on a product and their customers prior to the sale as possible.
- There are several techniques used when opening a sales presentation that will help lead to a successful sale.
- The types of questions that a sales professional asks during the sale is important to the success of the sale.
- A feature will not matter as much to a customer as the benefit that feature will provide the customer.
- Being able to overcome customer objectives is a critical skill to have as a sales professional.
- Being able to close a sale is extremely important.
- Buying signals help a sales professional decide when to close a sale.
- Suggestion selling is a method for increasing sales by adding to the customer's original purchases.
- This should be used to truly help the customer and should not be used just for extra profits.

Unit Driving/Essential Question	How are products promoted?
Exemplar High Quality Unit Task	Students choose a retail or fashion business they are most familiar with. Students will choose a product and develop a fashion or retail promotion utilizing elements of the promotional mix.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Students will... <u>Develop</u> a fashion or retail promotion utilizing elements of the promotional mix.	Formative Assessments: Teacher observes students discussing the promotion function in retail and fashion marketing	Students will choose a product. Students will then develop a fashion/retail promotion utilizing elements of the promotional mix.	ELA: Write a brief expository research essay about developing a fashion or retail promotion utilizing elements of the promotional mix.	<ul style="list-style-type: none"> • Interactive presentation software (PearDeck, Quizziz, NearPod) for engaging students during discussions • Canva for creating infographics, posters, and slide decks/presentations • LMS discussion board, quizzes, and assessments • FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<u>Describe</u> the use of technology in the promotion function.	Class discussions of the promotion function in retail and fashion marketing Exit Slips/Quizzes assessing students' understanding of the promotion function in retail and fashion marketing.	Students will create an infographic, poster, or multimedia presentation describing the use of technology in the promotion function.	ELA: Write a brief expository essay about the use of technology in the promotion function.	
<u>Identify</u> the elements of the promotional mix, including sales promotion, public relations and publicity, advertising, and personal selling.	Summative Assessments: Students create products (infographics, presentations, posters) to demonstrate student	Students will be assigned an element of the promotional mix. Students will create an infographic, poster, or multimedia presentation defining their assigned element and	ELA: Write a brief expository essay about the elements of the promotional mix.	

	understanding of the promotion function in retail and fashion marketing	providing an example of their element.		
<u>Explain</u> the importance of public relations and publicity in the fashion industry.	End of unit exam assessing student understanding of the promotion function in retail and fashion marketing Students demonstrate their understanding of the promotion function in retail and fashion marketing during planned classroom activities.	Students will choose a clothing brand of their choice. Students will create an infographic, poster, podcast, or multimedia presentation discussing the history of the company/brand and explaining the importance of public relations and publicity on the company's success.	ELA: Write a brief expository essay about the importance of public relations and publicity in the fashion industry.	
<u>Describe</u> the different types of media used in retail fashion advertising.		Students will create an infographic, poster, podcast, or multimedia presentation describing the different types of media used in retail fashion advertising.	ELA: Write a brief expository essay describing the different types of media used in retail fashion advertising.	
<u>Explain</u> the importance of coordinating elements of advertising.		Students will be assigned a retail or fashion company. Students will research the company's recent advertising campaigns. Students will create an infographic, poster, podcast, or multimedia presentation explaining the importance of coordinating the elements of their company's advertising.	ELA: Write a brief expository research essay about the selected company's advertising campaigns.	

<p><u>Analyze</u> and <u>apply</u> techniques needed for an effective sales presentation.</p>		<p>Students will assume they work for a major fashion brand and are presenting to a buyer for a large retailer (Target, Walmart, etc.). The student will deliver a sales presentation trying to convince the buyer to begin selling their clothing line in their store. Students will analyze and apply techniques needed for an effective sales presentation to try and convince the buyer to add their product line to their store.</p>	<p>ELA: Write a brief expository essay on analyzing and applying techniques needed for effective sales presentation</p>	
<p><u>Obtain</u> customer and product knowledge needed for an effective presentation.</p>			<p>ELA: Write a brief expository essay about customer and product knowledge needed for an effective presentation.</p>	
<p><u>Utilize</u> appropriate techniques when opening a sales presentation.</p>			<p>ELA: Write a brief expository essay about appropriate techniques when opening a sales presentation.</p>	
<p><u>Utilize</u> questioning techniques in order to satisfy customers' needs and wants.</p>			<p>ELA: Use question stems and write a script with different scenarios.</p>	
<p><u>Incorporate</u> feature-benefit selling to increase the effectiveness of a sales presentation.</p>			<p>ELA: Write a brief expository essay to incorporate feature-benefit selling to increase the effectiveness of a sales presentation.</p>	
<p><u>Identify</u> and <u>resolve</u> customers' questions and present possible solutions to customers' objections.</p>				
<p><u>Demonstrate</u> methods for closing the sale.</p>				

<u>Explain</u> the importance of suggestive selling techniques.		Students will create an infographic, poster, podcast, or multimedia presentation explaining the importance of suggestive selling techniques		
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Key Vocabulary

advertising, always be closing, assumption close, bait and switch, bonus close, buying signal, choice close, consumer promotion, contingent close, direct close, feature-benefit selling, merchandise close, overselling, personal selling, personal selling, promotion program, promotional mix, public relations, public relations, publicity, retail promotion, sales promotion, sales promotion, satisfaction close, service close, suggestion selling, trade promotion

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
FBLA Competitive Events: Advertising, Business Calculations, Business Communication, Business Ethics, Electronic Career Portfolio, Job Interview, Marketing, Sales Presentation, Supply Chain Management

Certification/Credential Connection:

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Unit 8 Title: Distribution

Content Standards

15. Describe the processes needed to move, store, locate, and/or transfer ownership of goods in the fashion and/or retail industry.
 - a. Identify the channels of distribution in moving merchandise from manufacturers and wholesalers to retailers.
 - b. Explain the role of wholesalers in the distribution channel.
 - c. Describe main methods of transportation used in fashion and retail business activities and the situation in which each method would be most appropriate.
 - d. Describe ethical considerations in channel management.
 - e. Coordinate channel management with other marketing activities.

Unpacked Learning Objectives

Students know:

- Role of wholesalers in the distribution channel.
- Methods of transportation used in fashion and retail business activities.
- Situation in which each transportation method would be most appropriate.
- Ethical considerations in channel management.
- Channel management with other marketing activities.

Students are able to:

- Define basic vocabulary associated with methods of transportation.
- Describe main methods of transportation used in fashion and retail business activities
- Describe a situation in which each method of transportation would be most appropriate.
- Describe ethical considerations in channel management.
- Discuss how channel management affects other marketing activities.
- Coordinate channel management with other marketing activities.

Students understand that:

- The retail and fashion industry use a variety of transportation methods.
- There are several factors that must be considered before a method of transportation is chosen.
- There are certain ethical considerations in channel management including not manipulating the availability of product for the purpose of exploitation, not using coercion, and exerting undue influence over the reseller's decision to handle the product.
- Channel management impacts other marketing activities.

Unit Driving/Essential Question	How does a product move through the channels of distribution to reach an end user?
Exemplar High Quality Unit Task	Students choose a retail or fashion business they are most familiar with. Students will select a product and analyze how the product is distributed. Students will identify the channels of distribution for the product.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Students will... <u>Describe</u> the processes needed to move, store, locate, and/or transfer ownership of goods in the fashion and/or retail industry.	Formative Assessments: Teacher observes students discussing channel management in the fashion and/or retail industry. Class discussions of channel management in the fashion and/or retail industry.	Students will create an infographic, poster, podcast, or multimedia presentation describing the processes needed to move, store, locate, and/or transfer ownership of goods in the fashion and/or retail industry.	ELA: Write a brief expository essay about the processes needed to move, store, locate, and/or transfer ownership of goods in the fashion and/or retail industry.	Interactive presentation software (PearDeck , Quizziz , NearPod) for engaging students during discussions Canva for creating infographics, posters, and slide decks/presentations
<u>Identify</u> the channels of distribution in moving merchandise from manufacturers and wholesalers to retailers.	Exit Slips/Quizzes assessing students' understanding of channel management in the fashion and/or retail industry. Summative Assessments: Students create products (infographics, presentations, posters) to demonstrate student understanding of channel	Students will be assigned a retail or fashion clothing company. Students will research the company and identify the products it sells. Students will identify the channels of distribution in moving merchandise from the manufacturer to the wholesaler to the assigned retailer.		LMS discussion board, quizzes, and assessments FBLA or DECA Competitive Events that allow students to demonstrate unit skills
<u>Explain</u> the role of wholesalers in the distribution channel.		Students will create an infographic, poster, podcast, or multimedia presentation	ELA: Write a brief expository essay about the role of wholesalers	

	management in the fashion and/or retail industry.	explaining the role of wholesalers in the distribution channel.	in the distribution channel	
<u>Describe</u> main methods of transportation used in fashion and retail business activities and the situation in which each method would be most appropriate.	End of unit exam assessing student understanding of channel management in the fashion and/or retail industry. Students demonstrate their understanding of channel management in the fashion and/or retail industry during planned classroom activities.	Students will be assigned a method of transportation. Students will create an infographic, poster, podcast, or multimedia presentation describing their assigned method of transportation and the situation in which their method would be most appropriate.	ELA: Write a brief expository essay about the main methods of transportation used in fashion and retail business activities and the situation in which each method would be most appropriate.	
<u>Describe</u> ethical considerations in channel management.		Students will brainstorm with a peer and create a list describing the ethical considerations in channel management.	.	
<u>Coordinate</u> channel management with other marketing activities.		Students will be assigned a retail or fashion clothing company. Students will research the company's channel management. Students will then coordinate channel management with other marketing activities.	ELA: Write a brief expository research essay about ethical considerations in channel management using MLA (or another specified style) for Works Cited	

Key Vocabulary

surface transportation, air transportation, water transportation, electronic transportation, coercion, exerting undue influence, channel management

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
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Unit 9 Title: Legal Issues

Content Standards

16. Identify major laws that regulate and/or impact the fashion/retail industry.
 - a. Describe the provisions of laws that protect consumers.
 - b. Identify laws and agencies that regulate the fashion industry.
 - c. Identify key industry groups and the role each group plays in the fashion ecosystem.

Unpacked Learning Objectives

Students know:

- Major laws that regulate and/or impact the fashion/retail industry
- Provisions of laws that protect consumers
- Laws and agencies that regulate the fashion industry
- Key industry groups
- Role each group plays in the fashion ecosystem.

Students are able to:

- Define basic vocabulary associated with laws within the retail/fashion industry.
- Identify major laws that regulate and/or impact the fashion/retail industry.
- Define basic vocabulary associated with consumer protection laws.
- Describe the provisions of laws that protect consumers.

Students understand that:

- There are laws that protect consumers.

Unit Driving/Essential Question	What legal issues may arise in the retail and fashion industry?
Exemplar High Quality Unit Task	Students will create a multimedia presentation identifying the major laws that regulate and/or impact the fashion/retail industry. Students will research and discuss an example where one of the laws was broken and how the issue was resolved.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<u>Identify</u> major laws that regulate and/or impact the fashion/retail industry.	Formative Assessments: Teacher observes students discussing the laws that regulate and/or impact the fashion/retail industry Class discussions of the laws that regulate and/or impact the fashion/retail industry	Students will be led in a discussion on the major laws that regulate and/or impact the fashion/retail industry. Students will then choose a law and create an infographic, poster, podcast, or multimedia presentation discussing their chosen law.	ELA: Write a brief expository essay about the major laws that regulate and/or impact the fashion/retail industry.	Interactive presentation software (PearDeck , Quizziz , NearPod) for engaging students during discussions Canva for creating infographics, posters, and slide decks/presentations LMS discussion board, quizzes, and assessments
<u>Describe</u> the provisions of laws that protect consumers.	Exit Slips/Quizzes assessing students' understanding of the laws that regulate and/or impact the fashion/retail industry	Students will be provided a scenario and must identify the consumer protection law discussed in the scenario.		FBLA or DECA Competitive Events that allow students to demonstrate unit skills.
<u>Identify</u> laws and agencies that regulate the fashion industry.	Summative Assessments: Students create products (infographics, presentations, posters) to	Students will be provided a description or a scenario based on a law or agency that regulates the fashion industry. Students will then		

	<p>demonstrate student understanding of the laws that regulate and/or impact the fashion/retail industry</p>	<p>identify the law or agency described in the scenario.</p>		
<p><u>Identify</u> key industry groups and the role each group plays in the fashion ecosystem.</p>	<p>End of unit exam assessing student understanding of the laws that regulate and/or impact the fashion/retail industry</p> <p>Students demonstrate their understanding of the laws that regulate and/or impact the fashion/retail industry during planned classroom activities.</p>	<p>Students will create an infographic, poster, podcast, or multimedia presentation identifying key industry groups and the role each group plays in the fashion ecosystem.</p>	<p>ELA: Write a brief expository essay about key industry groups and the role each group plays in the fashion ecosystem.</p>	

Key Vocabulary

Federal Trade Commission (FTC), false advertising, telemarketing, antitrust laws, monopoly, bankruptcy, endorsement, Consumer Protection Laws, Consumer Bill of Rights, Consumer Product Safety Act, Food and Drug Administration (FDA), Product Labeling Laws, Product Safety Laws, Consumer Protection Act, 1986, AAFA - American Apparel and Footwear Association

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest Speakers
Field Trips to retail/fashion clothing stores and post-secondary educational institutions
Job Shadowing Opportunities
Prepare for DECA or FBLA Competitive Events

CTSO Connection:

DECA Competitive Events: Apparel and Accessories Marketing Series, Business Services Marketing Series, Buying and Merchandising Operations Research, Buying and Merchandising Team Decision Making, Integrated Marketing Campaign (Event, Product, Service), Marketing Communications Series, Marketing Management Decision Making, Principles of Marketing, Professional Selling, REtail Merchandising Series, Virtual Business Challenge - Fashion, Virtual Business Challenge - Retail
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Unit 10 Title: Career Opportunities

Content Standards

17. Describe career opportunities at various levels of the fashion and retail industry and identify appropriate career path credentials.
 - a. Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesale, and retail levels.
 - b. Describe the aptitudes and skill requirements for sustaining a career in fashion marketing.
 - c. Research postsecondary educational opportunities to prepare for a career in the fashion industry.
 - d. List professional organizations in the field of fashion and describe their roles.

Unpacked Learning Objectives

Students know:

- Career opportunities at various levels of the fashion and retail industry.
- Appropriate career path credentials in the fashion and retail industry.
- Career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesale, and retail levels.
- Aptitudes and skill requirements for sustaining a career in fashion marketing.
- Postsecondary educational opportunities to prepare for a career in the fashion industry.
- Professional organizations in the field of fashion and describe their roles.

Students are able to:

- Identify career opportunities at various levels of the fashion and retail industry.
- Describe career opportunities at various levels of the fashion and retail industry and identify appropriate career path credentials.
- Identify careers in fashion marketing at the manufacturing, wholesale, and retail levels.
- Discuss job skill requirements for careers in fashion marketing at the manufacturing, wholesale, and retail levels.
- Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesale, and retail levels.
- Discuss skills needed for a career in fashion marketing.
- Describe the aptitudes and skill requirements for sustaining a career in fashion marketing.
- Research postsecondary educational opportunities to prepare for a career in the fashion industry.
- List professional organizations in the field of fashion and describe their roles.

Students understand that:

- There are a wide range of careers in the retail and fashion industry.
- There are several career opportunities at different levels in the fashion industry including manufacturing, wholesale, and retail.
- As with any career, a career in fashion marketing requires certain aptitudes and skills.
- There are several postsecondary educational opportunities to help prepare them for the fashion industry.
- The benefit of joining a professional organization in the retail and fashion industry.

Unit Driving/ Essential Question	What careers are available in the retail and fashion marketing industry?
Exemplar High Quality Unit Task	Students will research a career in the retail and fashion marketing industry and then create a job portfolio (resume, cover letter, and work samples). Students will then conduct mock interviews to apply for their chosen career.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Learning Activity Checklist Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts & Activities	Equipment, Technology & Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<u>Describe</u> career opportunities at various levels of the fashion and retail industry and identify appropriate career path credentials.	Formative Assessments: Teacher observes students discussing the laws that regulate and/or impact the fashion/retail industry Class discussions of the laws that regulate and/or impact the fashion/retail industry	Students will research a career opportunity in the fashion and retail industry. Students will then create a sample job posting describing the career opportunity and identifying appropriate career path credentials.	ELA: Write a brief expository research essay about career opportunities at various levels of the fashion and retail industry and identify appropriate career path credentials using MLA (or another specified style) for Works Cited.	Interactive presentation software (PearDeck , Quizziz , NearPod) for engaging students during discussions Canva for creating infographics, posters, and slide decks/presentations LMS discussion board, quizzes, and assessments
<u>Compare</u> career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesale, and retail levels.	Exit Slips/Quizzes assessing students' understanding of the laws that regulate and/or impact the fashion/retail industry Summative Assessments: Students create products (infographics, presentations, posters) to	Students will create a table to compare career opportunities in the fashion/retail industry. Students will list the skill requirements for the job and identify if it is a career at the manufacturing, wholesale, or retail level.		FBLA or DECA Competitive Events that allow students to demonstrate unit skills

<p><u>Describe</u> the aptitudes and skill requirements for sustaining a career in fashion marketing.</p>	<p>demonstrate student understanding of the laws that regulate and/or impact the fashion/retail industry</p> <p>End of unit exam assessing student understanding of the laws that regulate and/or impact the fashion/retail industry</p>	<p>Students will create an infographic, poster, podcast, or multimedia presentation describing the aptitudes and skill requirements for sustaining a career in fashion marketing.</p>		
<p><u>Research</u> postsecondary educational opportunities to prepare for a career in the fashion industry.</p>	<p>Students demonstrate their understanding of the laws that regulate and/or impact the fashion/retail industry during planned classroom activities.</p>	<p>Students will research postsecondary educational opportunities to prepare for a career in the fashion industry. Students will then create a short video discussing their research.</p>	<p>ELA: Write a brief expository research essay about postsecondary educational opportunities to prepare for a career in the fashion industry. using MLA (or another specified style) for Works Cited.</p>	
<p><u>List</u> professional organizations in the field of fashion and describe their roles.</p>		<p>Students will create a table listing the professional organizations in the retail and fashion industry and describe their role in the industry.</p>		

Key Vocabulary

career pathway, credential, fashion industry, retail industry, entry-level job, management position, associate's degree, bachelor's degree, internship, aptitude, skill, postsecondary education, portfolio

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