

# FASHION MARKETING

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## What to Expect

This course describes the environment in which fashion thrives; introduces the terminology and basic elements of fashion; identifies the factors that influence fashion behavior; gives an historical perspective of fashion; traces the movement of fashion; identifies fashion leaders and followers; explores each of the fashion industries; presents methods of promotion, selling and coordination; and explains the development of fashion image.

## Grading

**Projects, Tests, Quizzes, Classroom Participation Activities, Homework, Projects.**

*(summative- 60%)*

*(formative-40%)*

See district guidelines and handbook for grading scale and percentages.



## Course Content

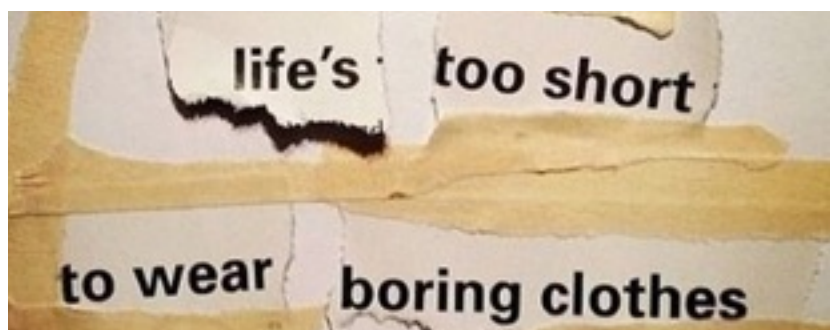
Unit 1- What is Fashion? Why is Fashion Significant?

Unit 2- Introduction to the World of Fashion

Unit 3- The Business of Fashion.

Unit 4- Fashion Production & Design

Unit 5- Fashion Marketing and Merchandising



"Style is  
a way to  
say who you  
are without  
having to  
speak."

- Rachel Zoe

## Classroom Expectations

All of the Policies and Procedures included in the Prosper High School Student Handbook and Code of Ethics are followed in my classroom. Including policies regarding: Cell Phones, Tardies and Dress Code.

- Teacher and Student Display Mutual Respect
- Inappropriate behavior, in the estimation of the teacher, may warrant a detention, removal from the classroom and/or a conference with the appropriate principal. Parents will be notified.
- Prior to leaving class, students will ensure workstations are left nice and orderly.
- Students will handle sewing machines, sewing equipment, school equipment, books, etc. with the utmost of care.
- For any cheating, a grade of zero for that assignment/test or project will be given.

Unit 6- Careers in Fashion Marketing

Unit 7 Fashion Types and Trends

Unit 8- Fashion History

Unit 7- The Fashion Industry

Unit 8- Promoting Fashion

Unit 9- Fashion Products and Research

Unit 10- Working in the Fashion Industry

Unit 11- Global Fashion and Pathways

## Materials Needed for this Course:

Fashion magazines/newspapers

I will give out specification sheets for all sewing projects including any materials or products and how much fabric will need to be purchased.

\*Additional materials will be required for certain projects. Advance notice will be given.\*

