**Advanced Fashion, Merchandising, & Retailing**

**Course Syllabus 2014-2015**

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**Course Description:** Advanced Fashion, Merchandising and Retailing is the third course in the Fashion,

Merchandising and Retail Management Career Pathway and focuses on the application of

knowledge and the performance of key skills required in a retail environment. Students will

develop skills necessary for managing the following elements: pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

In order to increase the number of application experiences, students will participate in the student organization, DECA, An Association of Marketing Students.

**\*South Forsyth DECA is the largest DECA chapter in the world\***

**Standards:** Course Standards can be found at <http://www.gadoe.org>. Standards will be communicated daily to students in the form of lesson objectives.

MKT-AFMR-1 Demonstrate employability skills required by business and industry.

MKT-AFMR-2 Review the evolution and movement of fashion.

MKT-AFMR-3 Differentiate various market centers and relate their importance to merchandising decisions.

MKT-AFMR-4 Identify major laws that regulate and/or impact the fashion/retail industry.

MKT-AFMR-5 Analyze economics in the fashion industry.

MKT-AFMR-6 Determine factors to consider when developing a merchandise plan and budget

for a business.

MKT-AFMR-7 Understand the concepts, systems, and tools needed to gather, access, synthesize,

evaluate, and disseminate information for use in making business decisions.

MKT-AFMR-8 Implement an inventory management plan and compute product pricing utilizing

cost control methods.

MKT-AFMR-9 Describe the product selection process for fashion/retail buying.

MKT-AFMR-10 Understand the concepts and actions needed to determine client needs and

wants and respond through planned, personalized communication that influences

purchase decisions and enhances future business opportunities.

MKT-AFMR-11 Evaluate and explain the effects of promotion in the fashion/retail industry by

developing visual merchandising presentations and promotional plans.

MKT-AFMR-12 Analyze the importance of utilizing an efficient distribution system.

**Business Ethics Training:** The key to Georgia’s economic future is a prepared workforce. Therefore, one of the fundamental goals of the Georgia Department of Labor’s Workforce Solutions Team is to produce an emerging workforce that is prepared to face the challenges of a global marketplace. Employee responsibility is often the missing link in the working arena. While most students are graduating from high school and preparing for the future with the appropriate academic credentials, many still lack the soft skills and work ethic to succeed in today’s workforce. A survey of large, medium, and small businesses shows that employers are having difficulty hiring people who possess adequate basic skills, thinking skills, working competencies, work attitudes, and work habits. To address this gap and to give Georgia students an advantage moving into the workforce, the Department of Labor created **GeorgiaBEST** which you will participate in this year through your CTAE course. The training, modeled after the business world where employees are assessed by their employers on performance, teaches ten areas of ethics and soft skills. You will also develop a **GeorgiaBEST ePortfolio** using the ePortfolio option within *itslearning*!

**Requirements of GeorgiBEST ePortfolio**

Cover Page/About Me

Letter of Introduction

Employee Philosophy

Personal Goals

Resume & Cover Letter

Job Application

Mock Interview

Follow-up Thank You Letter

Job Shadowing, Community Service, or Career Research

Letters of Recommendation

**Text:** The World of Fashion Merchandising, Goodheart-Willcox. A textbook will NOT be issued to each student. A class set will be used. Replacement Cost: $70. ***With the emergence of technology as a tool for learning, South Forsyth High School will be utilizing various resources to assist with instruction, including Its Learning, online textbooks, and interactive websites.  In addition to these web based instructional tools, this course will also have a classroom set of textbooks.  Should you feel that your child would benefit from having a textbook at home in addition to the classroom textbook, please contact your child’s teacher.***

**Required Class Materials**

A 3-ring binder is required for this course. Students will be completing various projects throughout the year which will require additional supplies. **The instructor does not provide these supplies. Critical supplies needed include scissors and glue sticks.** Students may also need the following:

* colored pencils
* markers
* sharpies
* construction paper
* tape/glue sticks
* professional-quality display boards
* flash drives

Students are also encouraged to supply their own tissues when needed.

**Required Assignments:** This is a project-based course. Specific project information including grading rubrics will be provided at the time of assignment.

**DECA Prom Fashion Show**

Students enrolled in Advanced Fashion, Merchandising, & Retailing are involved in producing and marketing the 2015 DECA Prom Fashion Show. This is an event that requires students to be available beyond class time to assist with various tasks during our two shows on Friday, January 16th; 6:00 and 8:30 pm.

Students are required to attend the DECA Prom Fashion Show on Friday, January 16th; students will need to be available from 5:00 pm until the end of both shows, approximately 11:00 pm. Students will need to stay until dismissed. Students receive two summative grades for their fashion show participation – one grade for participating and assisting the night of the shows, and a second grade for clean-up after the shows.

Students may also be required to attend one or two Saturday work sessions in order to build stage props.

**Availability for Extra Help:** Appointments are encouraged, but instructor will generally be available each morning from 7:45 to 8:15 am.

**Makeup Work**

***Make up work is defined as work assigned during a student's absence, not work assigned prior to an absence.*** The student has five (5) school days upon returning to school to complete make-up work. The teacher has the discretion to grant a longer period to make up work, if there are extenuating circumstances.

When a student is **not absent**, but fails to turn in an assignment on the due date, the following penalties will apply:

One day late: 15 pts.

Two days late: 25 pts.

Three days late: 35 pts.

After 3 days: The highest grade you may obtain will be a 50.

**Grading Calculations**

**EOCT Course Average** = 40% (1st Sem. Course Work) + 40% (2nd Sem. Course Work) + 20% EOCT

1st & 2nd Semester Course Work = 75% Summative + 25% Formative

**Non-EOCT Course Average** = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

1st and 2nd Semester Course Work = 75% Summative = 25% Formative

Concept of formative assessment: <http://pareonline.net/getvn.asp?v=8&n=9>

*\*Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/ research papers/presentations.*

*\*Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentations.*

**Grading Policy**

A = 90 – 100

B = 80 – 89

C = 70 – 79

Failing = Below 70

**Class Rules and Procedures**

* Please be in your seat with your notebook when the bell rings and promptly begin the day's warm-up assignment. Being tardy will result in morning detention.
* You will keep a notebook (3-ring binder) for this class and keep all written class work and graded assignments in it. Notebooks will be graded periodically.
* You are not allowed in the storage rooms of the classroom without permission.
* Water is the only drink permitted in class. You may not bring food into the classroom. If you bring soft drinks/coffee, juices or food into the class, they will be thrown out.
* Do not form a line at the door at the end of the period. You should remain seated until the dismissal bell rings.
* If you work on assignments from other classes during marketing class, the instructor will take up these materials and return to you at the end of the day.
* You are not allowed on computers unless instructed to do so. Printing is only allowed with instructor permission.

**DECA**

All students enrolled in Advanced Fashion are expected to join DECA, an international association for students interested in marketing. DECA is co–curricular, meaning its mission is to enhance the education of marketing students and to provide opportunities to apply the knowledge and skills learned in the classroom. Participation in DECA helps build self–esteem as well as marketing competence through competitive events at the local, state, and international levels. Students will also develop leadership skills and participate in community service projects. Dues are $20.00 and include local, state, and national membership.

**PLEASE PLACE SYLLABUS IN YOUR FASHION MARKETING NOTEBOOK.**