**Fashion, Merchandising and Retailing Essentials**

**Course Syllabus 2014-2015**

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**Course Description:** Fashion, Merchandising and Retailing Essentials is the second course in the Fashion, Merchandising and Retail Management Pathway. 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, and an array of

career opportunities. Students will develop skills in such areas as fashion economics,

marketing segmentation and target marketing, product selection and buying, and inventory

systems.

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-FMRE-1 Demonstrate employability skills required by business and industry.

MKT-FMRE-2 Explore the fashion industry including types of businesses, history, current

trends, and the creation of fashion utilizing the elements and principles of design.

MKT-FMRE-3 Understand the marketing concepts used in fashion merchandising.

MKT-FMRE-4 Explore the impact of technology on the fashion industry and merchandising.

MKT-FMRE-5 Understand the economic principles and concepts fundamental to business

operations and global trade’s impact on business decision making.

MKT-FMRE-6 Analyze the impact of marketing information management as it relates to the

fashion industry.

MKT-FMRE-7 Utilize pricing strategies to maximize return on merchandising efforts and meet

customers’ perception of value.

MKT-FMRE-8 Understand the concepts and processes needed to obtain, develop, maintain, and

improve a product mix in response to market opportunities.

MKT-FMRE-9 Develop a fashion promotion utilizing the promotional mix.

MKT-FMRE-10 Understand the concepts and processes needed to move, store, locate, and/or

transfer ownership of goods in the fashion industry.

MKT-FMRE-11 Identify career opportunities in the fashion industry and appropriate career path

credentials.

**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 drive

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 Fashion, Merchandising and Retailing Essentials will be required to assist with 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.

**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 Fashion, Merchandising and Retailing Essentials 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.**