

James Clemens High School

11306 County Line Road
Madison, AL 35756



Phone: 256-216-5313

Extension: 95035

Email: rs Courtney@madisoncity.k12.al.us

Course Syllabus **Fashion Merchandising** **Instructor: Ms. B. Courtney**

Dear Parent/Guardian,

I look forward to having a great year! I feel fortunate to have your student in my class this semester and hope that you will contact me should you have any concerns about the progress of your student or any aspect of the instruction. With your student, please read the attached policies, then sign and date this signature page and have your student return this form. Please provide a current email address and phone number at which I can contact you should the need arise. Please contact me at school with any concerns.

Thank you,
Ms. B. Courtney

My child and I have read and discussed the classroom syllabus.

Student Name (Print) _____ Date _____

Student Signature _____ Date _____

Parent/Guardian Name (Print) _____ Date _____

Parent/Guardian Signature _____ Date _____

Email Address(es) _____

Phone number(s) _____
Cell Home Work



Course Syllabus
Fashion Merchandising
Instructor: Ms. B. Courtney

Course Description:

Fashion Merchandising extends the content of Fashion Fundamentals by focusing on the retail sector of the fashion industry. Topics include buying, marketing, and media. This course simulates real-world experiences through the creation of advertising campaigns and merchandising displays.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and access opportunities for personal and professional growth. Students in the Human Services cluster affiliate with Family, Career, and Community Leaders of America (FCCLA).

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by Career and Technical Student Organizations; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.

PREREQUISITES: Family and Consumer Sciences, Fashion Fundamentals, and Retail and Fashion Marketing

Career Technical Student Organization:

Students enrolled in this course are encouraged to join Family Career and Community Leaders of America (FCCLA) which is a nationally recognized organization that promotes leadership focused on the family, their career, and their community.

CRI Available for this course:

There is a certification offer for Fashion Merchandising is the National Retail Federation-Customer Service

Course Standards:

UNIT 1: FOUNDATIONAL STANDARDS

1. 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.

2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork

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3. Explore the range of careers available in the field and investigate their educational requirements and demonstrate job-seeking skills, including resume-writing and interviewing.

4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork

UNIT 2: Merchandising

1. Determine factors that influence consumer decision-making for individual and family fashion choices throughout the lifespan.

Examples: age, gender, career, special needs, quality, fashion styles and trends, economics, climate, care requirements, wardrobe planning

2. Explain how physical, psychological, and social needs are met by selecting and purchasing fashion products.

3. Design a merchandising display for a physical or e-commerce store.

Examples: store window, display case, seasonal, type of fashion, visual display for a photoshoot

4. Explain how trade associations and publications influence fashion retailers.

5. Explain the relationship between consumer demographics and apparel industry advertising.

Examples: print publications, radio, TV, social media platforms

6. Research merchandising strategies that influence customer behavior and use them to create a floor plan for a retail establishment.

7. Analyze factors that contribute to good customer relations in fashion merchandising, including how cultural expectations influence interactions.

8. Demonstrate effective customer service skills in fashion merchandising.

Examples: empathy, technical knowledge, communication, active listening, tenacity, adaptability

UNIT 3: Buying

9. Explain the role of the retail buyer in the fashion industry.

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10. Research and report on government regulations affecting the textiles, apparel, and fashion industries.

Examples: required content label, care label, flammability of children's sleepwear

11. Perform and use calculations to make buying decisions, including profit, mark-up, mark-downs, and turnover.

12. Use research methods, including forecasting techniques, to develop a plan for buying textiles and apparel for retail sale.

UNIT 4: Marketing

13. Analyze the effects of marketing on current and emerging fashion trends.

14. Analyze factors that influence fashion marketing.

Examples: pricing, marketing information management, promotion, selling

15. Create a plan for marketing textiles, fashion, and apparel to diverse populations.

Examples: product, price, place, promotion

UNIT 5: Media

16. Compare and contrast the roles of various media covering the fashion and textiles industries.

17. Identify and describe fashion writing and story forms for various media applications in the fashion industry.

Examples: investigative reporting, news, reviews, columns, feature writing

19. Investigate and report on the uses of social media sites in the fashion industry.

20. Utilize journalistic writing practices in fashion writing, including identifying purpose, working with deadlines, conducting research, taking notes, and documenting sources.

21. Produce newsworthy, illustrated fashion stories using images and written commentary.

22. Present a multimedia advertising campaign for a fashion product or fashion line.

Classroom Rules and Expectations:

Jet Core Values: Live to "Be Respectful, Be Responsible, Be Resourceful, Be Reliable"

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Classroom Management Plan

- Verbal reprimand
- Conference with student with parent contact
- Withdrawal of privilege(s) with parent contact
- Other consequences determined to be reasonable and appropriate by the school administration.

Technology:

NO PERSONAL DEVICES PERMITTED IN THE CLASSROOM. Students should have their Madison City-issued Chromebook and charger with them every day. Please refer to the Madison City Schools Code of Student Conduct and the Madison City Schools policy manual concerning wireless communication. devices.

Grading Policy:

Test grades will account for 70% of the 9-week grade, with the remaining 30% being determined by quiz/daily grades. The grading scale is as follows: A (90-100%), B (80-89), C (70-79), D (65-69), and F (below 65). Grades will be a reflection of mastery of the standards. Make sure all absences are excused, as class work can be made up and graded for excused absences only. The final exam counts for 20% of the final grade. **All missing assignments will be entered into the gradebook as a zero until late work has been graded.**

Make-Up Work Policy:

Make-Up Work: Students will need to schedule a make-up test with Ms. Courtney ASAP! No make-up test will be given during class. Students have three days from the return of absence to get their missing work turned in. All missing work will be entered as a zero until it is made up. Remember, it is your responsibility to get your make-up assignments and turn them in on time. **Late Work:** Late work is subjected to penalty points at the teacher's discretion. After that work will not be accepted.

Embedded Literacy and Numeracy Anchor Assignment:

The students' anchor assignment will be completing 10 sewing projects that increase in difficulty as they work through the projects. Students will read, analyze, and comprehend a variety of simple to complex sewing directions.

Students will calculate the sewing measurements required to effectively complete a variety of sewing projects, including garment construction. All of these projects will be combined at the end by producing a Fashion Design portfolio.

Course Materials:

Class fee \$30

1-3" Ring Binder, Dividers/ Tabs, Loose-leaf paper, pens or pencils, Glue sticks, colored pencils, Sketch book (8-1/2 x 11" with perforated edges preferred).

***OPTIONAL* Basic Sewing Supplies for all Clothing, Interiors, and Textile Pathway classes:**

Sewing Scissors, Pincushion with pins, Hand sewing needles (variety pack), seam ripper, Measuring tape, Seam Gauge, Any kind of marking tool (ex, chalk pencil), Fabric (this will be discussed in class for different projects)

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Texts/Required Readings:

Text: Fashion by Goodheart-Wilcox, Successful Sewing by Goodheart-Wilcox, and Pattern Making for Fashion Design by Pearsons. Supplemental Materials: Computer programs, Internet sites, fashion magazines, Guest Speakers, PowerPoint Presentations, computerized monogram/embroidery machines, and Industry Personnel

*** This syllabus serves as a guide for both the teacher and student; however, during the term, it may become necessary to make additions, deletions, or substitutions.**