

# OHHS Career and Technology Education

## FASHION MARKETING SYLLABUS



**Course Name:** Fashion and Merchandising Marketing

**Prerequisite:** None

**Length:** One Trimester, 0.5 credits.

### **COURSE DESCRIPTION:**

Students will be introduced to the world of marketing while learning about designers, color coordination, fashion trends, the history of fashion, merchandising, and display techniques. Whether you are planning to go on to higher education or enter the job market after high school, marketing gives you the competitive edge. You will have the opportunity to develop professional skills and attitudes while exploring career areas in marketing, specifically in the fashion and merchandising industries. Students will develop advanced reading, writing, and presentation skills in order to be successful in this class.

### **COURSE RESOURCES:**

- Virtual Business Online Software

**COURSE FEES:** None

### **INSTRUCTIONAL UNITS: (May be altered to align with student need/preferences)**

- Economic information, principles, and concepts of the fashion industry
- Financing in the fashion industry
- Market research in the fashion industry
- Fashion production and marketing information management
- Work place skills and attitudes for the industry
- Channels of distribution for the fashion industry
- Markets and developing specific marketing strategies for a particular product/brand
- Elements of the promotional mix as related to the fashion industry

### **MAJOR ASSESSMENTS:**

- Written assignments
- Practical demonstrations
- Quizzes
- Daily assignments

## FASHION MARKETING SYLLABUS—2

### WEIGHTED CATEGORIES:

- 30% Quizzes
- 30% Presentations
- 25% Daily Assignments
- 15% Leadership/Professionalism

**GRADING SCALE:** Points will be given and a grade based on your percentage of points on units and daily work and tests.

93% +	A	83-86.9%	B	73-76.9%	C	60-66.9%	D
90-92.9%	A-	80-82.9%	B-	70-72.9%	C-	59.9% and Below	F
87-89.9%	B+	77-79.9%	C+	67-69.9%	D+		

### LATE WORK POLICY:

- ▶▶ All daily work is due on the assigned day. Work can be receive No Grade in the gradebook so it does not count against your grade if it is an excused absence. Otherwise no credit will be given.
- ▶▶ Projects not turned in on time will be accepted for partial credit (75% of grade earned) up to 2 days after the original due date.

▶▶

### TUTORING AND EXTRA HELP

- » Students needing extra help can come in before or after school or during either lunch.

### RE-DO POLICY:

OHHS is an effort based school where we believe all students can learn. We also know that students learn at different rates. Thus, we are implementing a re-do policy that recognizes the needs of individual learners.

- ▶▶ 100% Re-do
  - ▶▶ Assessments (with exception of the Final semester exam)
  - ▶▶ Key Assignments: Evidence that demonstrates mastery of a standard
- ▶▶ Teachers may:
  - ▶▶ require completion of supporting assignments prior to re-do opportunities for students to show they can meet the standard.
    - *All assignments must be completed and corrected by the student prior to retaking an exam.*
  - ▶▶ require students to complete re-do of work outside of class time.
    - *All re-do work/test retakes will be done during Tutoring/Extra Help times listed below.*
  - ▶▶ limit the number of re-do opportunities for each assignment.
    - *Students will have 1 re-do/retake opportunity for each test/project.*
  - ▶▶ assign zero grades when students choose not to do key assignments and/or assessments to standard.
  - ▶▶ have different requirements for late work.
    - *See Late Work Policy below.*
- ▶▶ All opportunities for re-do work will come with a deadline as assigned by the teacher.
  - *Students will have 1 week from when the original Project/Test due date to complete re-do work or to retake a test.*

### PLAGIARISM POLICY (WAYS TO EARN A 0 ON ANY ASSIGNMENT):

#### OHHS PLAGIARISM POLICY:

## FASHION MARKETING SYLLABUS—3

- ▶▶ Any student, who knowingly turns in any work that has been done by someone other than himself or herself, and fraudulently represents it as his/her own, shall be considered to have cheated. Cheating also includes: aiding someone else in cheating, the use or preparation of written, pictorial, or other materials not authorized by the instructor during a test or assignment, the use of testing materials obtained previous to the test date, or plagiarism of any kind. Students found cheating will also be subject to an office referral, which could result in a suspension. As an effort based school, students who have plagiarized/cheated must still demonstrate their learning. Thus, students will be given the opportunity to complete the work. This will fall under the “Late Work Policy” of the teacher where total possible points may be reduced.

**Instructor:**

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