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**Vision: To create an environment where our learners grow as individuals while gaining professional expertise and skills.**

**Mission: To offer inspiration through advanced instruction and authentic experiences.**

**Instructor:** Jakacha Nelson

Email me at [jakacha.nelson@henry.k12.ga.us](mailto:johnny.doe@henry.k12.ga.us). Please allow 24 hours for a response.

Conferences can be scheduled via the counselors between 7:45 and 8:15 am.

**Fashion, Merchandising, and Retailing Essentials**

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 should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise.

**Course Objectives**

AAS associates will

* Demonstrate employability skills required by business and industry.
* Explore the fashion industry including types of businesses, history, current trends, and the creation of fashion utilizing the elements and principles of design.
* Understand the marketing concepts used in fashion merchandising.
* Explore the impact of technology on the fashion industry and merchandising.
* Understand the economic principles and concepts fundamental to business operations and global trade’s impact on business decision making
* Analyze the impact of marketing information management as it relates to the fashion industry.
* Utilize pricing strategies to maximize return on merchandising efforts and meet customers’ perception of value.
* Understand the concepts and processes needed to obtain, develop, maintain, and improve a product mix in response to market opportunities
* Develop a fashion promotion utilizing the promotional mix.
* Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods in the fashion industry
* Identify career opportunities in the fashion industry and appropriate career path credentials.

| **Required Supplies** |
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| * Fully charged Chromebook * Chromebook charger * 3-ring binder * Writing utensil * Graphing calculator |

| **Expectations for Academic Success** |
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| * Attend class daily. * Be prepared for class. * Respect yourself and others. * Ask questions. * Contribute new ideas. * Work hard, and give your best effort. |

**Grade Calculation**

| **Summative Assessments = 40%** | **Formative Assessments = 40%** |
| --- | --- |
| * Authentic learning projects, exams, presentations, essays, labs | * Practice Work: classwork, homework, quizzes, labs, employability skills |
| **Culminating Final Exam/Project = 20%** | |
| All courses will have a culminating exam or project that assesses associate learning of the semester’s course content. This exam/project will be 20% of the overall course grade. | |

**Make-up Work**

It is the student’s responsibility, not the teacher’s, to make arrangements for make-up work. Teacher will work with the student to ensure make up is done. Students are allowed to make up work for excused absences only, and it is their responsibility to get make-up work the first day they return. For each day that a student is absent, he or she has the same number of days to complete make up work. Anything else will result in a missing grade in the gradebook. Please, always talk to the teacher and work with the teacher to ensure all make up work is correctly and successfully done.

**Late Work Policy**

All assignments are due and must be submitted on or before the due date. Any assignment turned in after the due date will receive no grade, except there was a genuine reason granted by the teacher prior to the late submission. Meaning, if you know you are going to turn in any late assignment/quizzes/project/classwork, you will have to let the teacher know through e-mail and the teacher will grant you permission, otherwise you will receive no grade. Please, always communicate with the teacher to ensure he/she is carried along.

**Grade Recovery Days**

Before each break, every student will be allowed to make up any missing assignments prior to that particular make up day. You will only get three recovery days. There will be a time frame to complete all assignments. Any missing work not turned in or before these particular days will not be accepted and your grade will be a zero.

**Career and Technical Student Organizations [CTSOs]**

In addition to course integration, we will have a once-per-month activity schedule where associates can participate in their CTSOs. They will have the opportunity to be part of a symposium where a guest speaker or an expert teacher will present topics on secrets of successful business, cybersecurity in business, secrets of successful entrepreneurs, the secret of marketing, international trade etc.

**DECA (Distributive Education Clubs of America)**

DECA provides the opportunity for students to enhance their preparation for college with

co-curricular programs, which are integrated into classroom instruction, applying knowledge to

business context, networking, and promoting competition.

**Membership is strongly encouraged for all students enrolled in this course.**