



Pavlu
Fashion Marketing



Syllabus

"I don't do fashion, I am fashion."
Coco Chanel

FASHION MARKETING

ADVERTISING AND SALES PROMOTION

INSTRUCTOR: Jennifer Pavlu

TUTORING DAYS AND TIMES

ANY DAY OF THE WEEK BY APPOINTMENT

CONFERENCE Anytime By Appointment
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GET CONNECTED

Remind: @g8cdhk

Google Classroom: lkjjw3

COURSE OBJECTIVES:

Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities. Advertising is a nearly 300 billion-dollar business industry in the United States. It is important to understand the place of advertising in relation to other forms of marketing in our global society in order to ground our business-based understanding of the ad world. We will study advertising as one part of integrated marketing communications (IMC), through the lens of integrated brand promotion. IMC provides a balanced coverage of many communication tools - advertising, personal selling, sales promotion, sponsorship, direct marketing, point-of-purchase, public relations, and Internet communications. This is a time demanding, yet exciting class with a commitment to reading and discussion. This course implements DECA as a co-curricular component of the class.

CTSO:

DECA is the Career Tech Student Organization for students enrolled in Fashion Marketing. DECA membership is optional, but it is recommended. Students have the opportunity to learn more about the fields of Business, Marketing and/or Finance by their involvement in DECA, which includes competition, field trips, guest speakers and/or participation in the Fall and Spring Fashion shows. The Executive Officers (President and Vice Presidents) of DECA are elected each Spring so that they can work through the summer, making plans for the coming school year. The membership drive runs officially through September 15, and at that time the following officers are determined through an Interview Process which is evaluated by the DECA Sponsors and the Executive Officers: Secretary, Treasurer, Historian, Reporter, Sergeant at Arms. In addition, classroom representatives are chosen from each course taught by the sponsors of DECA. Any DECA student interested in representing his/her class should let his/her teacher know of his/her interest in this position.

ASSESSMENTS:

Six-week grades will consist of three parts and will be weighted as follows:

Daily Work	60%
Tests/ Projects/ Fashion Show	40%
Final Exam (overall grade)	20%

MISSED EXAMS/WORK:

Student not absent: Late work accepted up to 3 days after initial due date. Maximum of 70% can be earned. No late assignments accepted after 3 days.

Student absent: It is the student's responsibility to request make-up work no later than 3 days upon return. For planned absences, student should request work missed in advance.

Late Work: Late work is accepted 1 class period after the original due date for a penalty of 30% off the grade received. A score of zero will be given for work turned in after one day late.

ACADEMIC DISHONESTY:**Daily Work**

- Every Offense
- Academic and Disciplinary Consequences
- Assign grade of zero
- Write a referral
- Teacher contacts parents
- Consequence from administrator would be a minimum of AC placement

Exams or Other Major Assessments

- Academic and Disciplinary Consequences
- Assign grade of zero
- Write a referral
- Teacher contacts parents
- Consequence from administrator would be a minimum of AC placement

- An alternative exam or major assessment can be completed for a maximum grade of 70%
- Academic Associate is notified and will schedule a meeting with student, parent and teacher

TEST RE-TAKE GUIDELINES

- A retake exam may be taken for any test one time.
- The retake exam will be a modified version of the original exam. It will not be the same test but length, content, and difficulty will be comparable.
- The grade earned on the retake will replace the original exam grade, for better or worse.
- The retake must be arranged within one week of getting back the original exam and, and the retake must be completed by the end of the following unit (usually two weeks).

All test retakes will be scheduled by appointment only and it is the student's responsibility to schedule that appointment.

RESOURCES

Textbook, guest speakers, multi-media presentations, Internet research, current events about the fashion industry, movie and film clips, ICEV and DECA resources.

Text Book

Online Text Resource: ICEV Online

Supplies needed

I Pad (this is required daily)

Poster Board (for projects when needed)

Pen/Pencil

Markers, glue (for projects when needed)

Fashion Tool Box

Please note that fashion marketing is a project based learning class and there will be specific supplies that will be required depending upon the need of the project.

CLASSROOM EXPECTATIONS

1. **RESPECT FOR TEACHER AND EACH OTHER**
2. A SNACK AND DRINK IS ALLOWED UNTIL IT BECOMES A DISRUPTION; BE RESPECTFUL OF THE CLASSROOM, PLEASE TAKE CARE OF YOUR TRASH. NO FAST FOOD, MEALS ETC. ARE ALLOWED AT ANY TIME.
3. CELL PHONES SHOULD BE SILENCED AT ALL TIMES. PLEASE ONLY USE WHEN INSTRUCTOR ASKS YOU TO.
4. RESPECT YOUR INSTRUCTOR AND YOUR FELLOW CLASSMATES BY LISTENING WHILE THEY ARE TALKING. WHY-SEE FIRST COMMENT, IT SHOWS RESPECT AND TO BE SUCCESSFUL, YOU MUST RESPECT YOUR PEERS AND LEADERS.
5. COME TO CLASS PREPARED WITH REQUIRED SUPPLIES-WHY? BECAUSE YOU CANNOT COMPLETE YOUR DAILY ASSIGNMENTS WITHOUT SUPPLIES, THEREFORE, YOUR GRADE WILL SUFFER.
6. BE ON TIME FOR CLASS
7. STUDENTS SHOULD USE THEIR IPADS FOR ASSIGNMENTS AND NOT BE ON ANY OTHER SITES
8. RADIOS, HEADPHONES, DVD PLAYERS OR ANY OTHER ELECTRONIC DEVICE ARE FINE AT HOME, IN YOUR CAR OR DURING LUNCH. PLEASE DO NOT BRING THEM TO CLASS EXCEPT WHEN YOUR TEACHER ANNOUNCES YOU CAN. WHY? IT IS DISRUPTIVE TO THE CLASS AND INTERFERES WITH YOUR OPPORTUNITY TO LEARN.
9. STUDENTS WILL BE ALLOWED TO MAKE ARRANGEMENTS FOR MAKEUP WORK DUE TO EXCUSED ABSENCES. HOWEVER, YOU WILL BE RESPONSIBLE.
10. OFFENSIVE LANGUAGE WILL RESULT IN A GREAT OPPORTUNITY TO VISIT THE SCHOOL OFFICE.
11. SLEEPING IN CLASS COULD RESULT IN MISSING THE DAILY ASSIGNMENT, THEREFORE, YOU WILL NOT BE ENGAGED IN LEARNING AND YOU WILL RECEIVE A ZERO ON YOUR DAILY GRADE.
12. DESKTOPS ARE FOR YOUR BOOKS AND CLASS MATERIAL
13. YOU WILL BE DISMISSED BY YOUR TEACHER, NO BELL

Here's what will happen if you do not comply with the rules and understand the why's!

- Warning
- Discipline handled by the Teacher/D HALL MAY BE ASSIGNED
- Teacher/Parent Conference
- Removal from the classroom and sent to the Associate Principal

Note: Any severe disruption will allow you the opportunity to see the Associate Principal immediately.

ATTENDANCE/TARDIES:

Regular school attendance is essential for a student to make the most of his or her education—to benefit from teacher-led and school activities, to build each day's learning on the previous day's, and to grow as an individual. Absences from class may result in serious disruption of a student's mastery of the instructional materials; therefore, the student and parent should make every effort to avoid unnecessary absences.

An absence is defined as missing 20 minutes or more of any class.

Tardy Policy

Tardy 1 & 2 Verbal Warning

Tardy 3 Phone call home

Tardy 4 Office Referral

FASHION MARKETING UNITS

Introduction to Fashion Marketing

The History of Fashion

Visual Merchandising

Textiles Design

The Design Elements

Careers in Fashion

ADVERTISING AND SALES PROMOTION Units

The History of Advertising and Knowing your Consumer

The Basic Marketing Concept and Product Development

Promotion and Media

Sales and Communication

Advertising Plans and Careers

Advertising Campaign

**PLEASE RETURN THIS PARENT STUDENT SIGNATURE PAGE BY
August 23, 2019**

STUDENT AND PARENT SYLLABUS ACKNOWLEDGEMENT

I understand the classroom expectations and details of the required fashion show.

I, _____ (student name), have read the above syllabus and understand the rules and requirements for Fashion Marketing. I am aware of the required materials, grading policy, class rules, and absence policy, and intend to follow them along with the MISD Student Code of Conduct. I understand that my choice to not follow the above mentioned policies and rules could affect my success in this class.

Student Signature: _____

Date: _____

I, _____ (parent/guardian name), have read the above syllabus and understand the rules and requirements for Fashion Marketing. I am aware of the required materials, grading policy, class rules, absence policy, the MISD Student Code of Conduct, and the expectations my student is to follow. I understand that my student's choice to not follow the above mentioned policies and rules could affect his/her success in this class.

Parent/Guardian Signature: _____

Parent Contact Information:

Phone: _____

E-Mail Address: _____

Date: _____