



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

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Curriculum Profile: Fashion Marketing 2

<u>Department</u>	Business Department	
<u>Course Name</u>	Fashion Marketing 2	
<u>Course Length</u>	½ year	
<u>High School Credits</u>	.5 Unit of credit	
<u>Description</u>	This half-year course will be project-based, and documentary based when possible and students will have the chance to see and implement ideas, previous fashion knowledge and design into a real-world application of clothing and visual merchandising throughout the world, economy and fashion/business environment. Students will take the material and schema from the first Fashion Marketing course and apply to new chapters and concepts and understanding of terminology, projects, documentaries watched and assignments in this course, for a comprehensive view of the fashion industry and environment, both domestically and internationally	
<u>Target/eligible students</u>	9-12	
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards	
<u>Primary texts and materials</u>	<i>Fashion Marketing & Merchandising</i> , By: Mary Wolfe	
<u>Scope/Sequence</u>		
<u>Project 1: Personal Stylist Project</u>	1. Current Trends and Accessories 2. Fashion Evolution 3. Fashion Influences/Inspiration	
<u>Project 2: Celebrity Style Project</u>	1. How Celebrities Influence Fashion 2. Influencers 3. The Power of Social Media	
<u>Project 3: Globally Immersed Project</u>	1. Fabrics Around the World 2. Trends Around the World 3. Culture and Fashion	
<u>Project 4: Designer Biography Project</u>	1. Branding 2. Celebrity vs Designer 3. Social Media Presence	
<u>Project 5: Design Your Own Boutique</u>	1. Visual Merchandising 2. Inventory 3. Pricing/Sales 4. Target Audience 5. Geographics	
<u>Project 6: Plan your Dream Wedding (or Event)</u>	1. Styles/Fabrics/Invitations 2. Decor/Visual Merchandising 3. Budget 4. Planning 5. Organization 6. Media	

<u>Additional Notes</u>	Since this is an advanced, project-driven course, the textbook will be used throughout the course to tie in concepts, terms and ideas that were learned in the first course into the listed projects, as well as new chapters that will teach new concepts and terminology that will also be used in each of the listed projects. Documentaries will also be used when possible to relate the concepts learned to the real world.
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