

Fashion Marketing

Local Course #: 82502

State Course ID: 13034300

Course Description:

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.

Link to TEKS:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/cte-teks>

First 9 Weeks Major Topics:

Intro to Fashion, Fashion Forecast and History of Fashion

Second 9 Weeks Major Topics:

Fashion Designers and Fashion Retailing

Third 9 Weeks Major Topics:

Fashion Marketing Laws in Fashion

Fourth 9 Weeks Major Topics:

Fashion Industry and Careers in Fashion Industry