Business of Fashion 1

Grade(s):	☐ K ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	☐ 6 ☐ 7 ☐ 8	☑ 9 ☑ 10 ☑ 11 ☑ 12 ☐ Other _____
Discipline/Course:	**Discipline:** Family and Consumer Science **Course:** Fashion Business, Design, and Interior Design		
Course Title:	Business of Fashion 1		
Prerequisite(s):	n/a		
Course Description: *Program of Studies*	This course provides a comprehensive look at the fashion environment, including the functions and objectives of the merchandising team and the principles and techniques of today's forecasters, designers, buyers, planners, manufacturers, and end product users. Students study the operational segments of the fashion industry and describe their functions. New technologies are researched, and their impact on consumers' shopping experiences is explored. This course enables students to understand the procedures of the decision-making inherent in successful small-store and large-store merchandising.		
Course Essential Questions:	● How is the market for fashion products affected by economic expansion and recessions? ● How does clothing fulfill physical and psychological needs? ● What determines the length of time that a style spends in any phase of the cycle? ● How do consumers show their acceptance or rejection of fashions? ● What is the difference between market growth and market share? ● What is the role of retailing in the global economy and the supply chain? ● How do fashion brands use advertising and marketing to attract consumers? ● What makes a fashion marketing campaign successful? ● How has social media changed fashion advertising? ● How does visual identity influence consumer decisions?		

	● What ethical responsibilities do fashion companies have when marketing products? ● How do different retail ownership models (independent, corporate chain, franchise) impact a business's risk and control? ● How has the rise of omnichannel retailing (brick-and-mortar vs. e-commerce) shifted the way businesses interact with consumers? ● What are fashion theories and how does one utilize these theories to target a specific career? ● How are elements and principles of design incorporated into clothing? ● What is the difference between designer and ready-to-wear apparel? ● What are the elements of principles and design?
Course Enduring Understandings:	● Clothing serves both functional and psychological needs and reflects individual choices and lifestyles. ● Economic and political factors shape fashion trends, consumer behavior, and the fashion industry. ● Understanding basic fashion terminology provides a foundation for communicating about the fashion industry and design. ● Fashion changes in response to cultural, social, economic, and technological influences. ● Market growth, market share, and segmentation help businesses understand consumers and make informed decisions. ● The principles of design create visual balance, harmony, and interest in apparel. ● Design elements can create visual illusions that enhance or alter the appearance of the body. ● Apparel production involves a variety of processes and methods that transform concepts into finished garments. ● Retailing connects consumers to products and plays a key role in the global economy and supply chain. ● Retail ownership models influence a business's level of risk, control, and decision-making. ● The business approach of retailing transforms how businesses reach, engage, and serve consumers across physical and digital platforms. ● Fashion trends develop, change, and influence consumer behavior. ● Fashion brands use advertising and marketing strategies to communicate with consumers and influence purchasing decisions. ● Successful fashion marketing campaigns use a clear target audience, compelling messaging, and

	consistent branding to engage consumers. ● Social media has transformed fashion advertising by creating new ways for brands to reach, engage, and influence consumers. ● Strong visual identity helps fashion brands communicate their values, differentiate themselves, and shape purchasing. ● Responsible promotion builds consumer trust through honesty, transparency, and respect for consumers.	
Duration: **Credit:**	☑ Semester ☐ Full-Year	☑ 0.5 Credit(s) ☐ 1.0 Credit(s) ☐ 1.5 Credit(s) ☐ N/A
Course Materials/Resources:	● Current multimedia ● Fashion Marketing & Merchandising	
FPS Course Academic Expectation(s):	☑ Exploring and Understanding (EU) ☐ Synthesizing and Evaluating (SE) ☐ Creating and Constructing (CC) ☐ Conveying Ideas (CI) ☐ Collaborating Strategically (CS) ☑ Using Communication Tools (UCT)	
Year at a Glance (Units):	**Unit 1**: Basic Fashion and Business Concepts (~5 weeks) **Unit 2:** Designing and Producing Apparel (~5 weeks) **Unit 3:** Fashion Industry Advertising and Marketing (~5 weeks) **Unit 4:** Retail and Fashion Promotion (~5 weeks)	

Unit Number and Title:	**Unit 1:** Basic Fashion and Business Concepts
Duration:	~5 weeks
Resource(s):	● Current multimedia ● Fashion Marketing & Merchandising
Unit Overview:	This unit integrates essential knowledge, skills, and professional practices in textiles and apparel by evaluating fashion merchandising elements, applying marketing strategies, analyzing ethical considerations, examining external influences, and critiquing promotional methods within the industry.
Learning Goals	
Standard(s):	**Area of Study 16.0: Textiles, Fashion, and Apparel** 16.5 Evaluate elements of textile, apparel, and fashion merchandising. 16.5.1 Apply marketing strategies for textile, apparel, and fashion products. 16.5.3 Analyze ethical considerations for merchandising apparel and textile products. 16.5.4 Apply external factors that influence merchandising. 16.5.5 Critique varied methods for promoting apparel and textile products.
Essential Question(s):	● How is the market for fashion products affected by economic expansion and recessions? ● How does clothing fulfill physical and psychological needs? ● What determines the length of time that a style spends in any phase of the cycle? ● How do consumers show their acceptance or rejection of fashions? ● What are the elements and principles of design? ● How are elements and principles of design incorporated into clothing? ● What is the difference between designer and ready-to-wear apparel? ● What is the difference between market growth and market share?
Enduring Understanding(s):	● Clothing serves both functional and psychological needs and reflects individual choices and lifestyles. ● Economic and political factors shape fashion trends, consumer behavior, and the fashion

	industry. ● Understanding basic fashion terminology provides a foundation for communicating about the fashion industry and design. ● Fashion changes in response to cultural, social, economic, and technological influences. ● Market growth, market share, and segmentation help businesses understand consumers and make informed decisions.
Learning Goal(s): *Students will know and will be able to use their learning to:* (Content/ Skills)	**Content:** (Students will know…) ● the basic reasons people wear clothes and make clothing choices. ● the role of fashion influencers and followers of fashion. ● the stages of fashion cycles and the factors that influence how long each stage lasts. ● the economic and political influences on fashion. **Skills:** (Students will be able to…) ● apply basic fashion concepts. ● apply basic business, merchandising, and marketing concepts to fashion.

Unit Number and Title:	**Unit 2:** Designing and Producing Apparel
Duration:	~5 weeks
Resource(s):	● Current multimedia ● Fashion Marketing & Merchandising
Unit Overview:	The design process is based on needs of the market combined with various sources for creative inspiration. Designing, manufacturing, and sales are interdependent processes in production.
Learning Goals	
Standard(s):	**Area of Study 16.0: Textiles, Fashion, and Apparel** 16.5 Evaluate elements of textile, apparel, and fashion merchandising. 16.5.1 Apply marketing strategies for textile, apparel, and fashion products. 16.5.2 Analyze the cost of constructing, manufacturing, altering, or repairing textile, apparel, and fashion products. 16.5.3 Analyze ethical considerations for merchandising apparel and textile products. 16.7 Demonstrate general operational procedures required for business profitability and career success. 16.7.6 Demonstrate knowledge of the arts, of various resources, and cultural impact upon the textile, apparel, and fashion industries.
Essential Question(s):	● How are elements and principles of design incorporated into clothing? ● What is the difference between designer and ready-to-wear apparel?
Enduring Understanding(s):	● The principles of design create visual balance, harmony, and interest in apparel. ● Design elements can create visual illusions that enhance or alter the appearance of the body. ● Apparel production involves a variety of processes and methods that transform concepts into finished garments.
Learning Goal(s): *Students will know and*	**Content:** (Students will know…)

will be able to use their learning to: (Content/ Skills)	● the application of the elements of design: color, space, line, shape, form, and texture used in designing apparel. ● the principles of design: balance, proportion, emphasis, rhythm, and harmony ● how clothing is produced from concept to finished garment. **Skills:** (Students will be able to…) ● explore and implement the designing and producing of apparel and goods. ● explain how fashion is manufactured in an industrial setting.

Unit Number and Title:	**Unit 3:** Fashion Industry Advertising and Marketing
Duration:	~5 weeks
Resource(s):	● Current multimedia ● Fashion Marketing & Merchandising
Unit Overview:	This unit introduces students to the core operations, strategies, and economic principles that drive the retail industry.
Learning Goals	
Standard(s):	**Area of Study 16.0: Textiles, Fashion, and Apparel** 16.1 Analyze career paths within textile apparel and design industries. 16.1.2 Analyze opportunities for employment and entrepreneurial endeavors. 16.1.4 Analyze the effects of textiles and apparel occupations on local, state, national, and global economies. 16.6 Evaluate the components of customer service. 16.6.1 Analyze factors that contribute to quality customer relations. 16.6.2 Analyze the influences of cultural diversity as a factor in customer relations. 16.6.3 Demonstrate the skills necessary for quality customer service. 16.6.4 Create solutions to address customer concerns. 16.7 Demonstrate general operational procedures required for business profitability and career success. 16.7.3 Analyze the effects of security and inventory control strategies, cash and credit transaction methods, laws, and worksite policies, on loss prevention and store profit. 16.7 Analyze operational costs such as mark ups, mark downs, cash flow, and other factors affecting profit.
Essential Question(s):	● What is the role of retailing in the global economy and the supply chain? ● How do different retail ownership models (independent, corporate chain, franchise) impact a business's risk and control?

	● How has the rise of omnichannel retailing (brick-and-mortar vs. e-commerce) shifted the way businesses interact with consumers? ● What are fashion theories and how does one utilize these theories to target a specific career?
Enduring Understanding(s):	● Retailing connects consumers to products and plays a key role in the global economy and supply chain. ● Retail ownership models influence a business's level of risk, control, and decision-making. ● The business approach of retailing transforms how businesses reach, engage, and serve consumers across physical and digital platforms. ● Fashion trends develop, change, and influence consumer behavior.
Learning Goal(s): *Students will know and will be able to use their learning to:* (Content/ Skills)	**Content:** (Students will know…) ● the role of retailing in the global economy and supply chain. ● different retail ownership models. ● the impact of omnichannel retailing. ● different fashion theories. ● career opportunities in the fashion industry. **Skills:** (Students will be able to…) ● analyze how retail businesses operate within the global economy and supply chain. ● compare and evaluate the risks and levels of control in different retail ownership models. ● examine how businesses interact with consumers through omnichannel retailing. ● implement fashion theories. ● explore professional networks to research careers in the fashion industry.

Unit Number and Title:	**Unit 4:** Retail and Fashion Promotion
Duration:	~5 weeks
Resource(s):	● Current multimedia ● Fashion Marketing & Merchandising
Unit Overview:	This unit explores how fashion brands use advertising and marketing strategies to influence consumer behavior. Students will examine traditional and digital marketing methods. They will analyze fashion campaigns and marketing concepts while exploring target audiences, consumer trends, ethical advertising, and the impact of technology on the fashion industry.
Learning Goals	
Standard(s):	**Area of Study 16.0: Textiles, Fashion, and Apparel** 16.5 Evaluate elements of textile, apparel, and fashion merchandising. 16.5.1 Apply marketing strategies for textile, apparel, and fashion products. 16.5.3 Analyze ethical considerations for merchandising apparel and textile products. 16.5.4 Apply external factors that influence merchandising. 16.5.5 Critique varied methods for promoting apparel and textile products. 16.5.6 Apply research methods, including forecasting techniques, for marketing apparel and textile products.
Essential Question(s):	● How do fashion brands use advertising and marketing to attract consumers? ● What makes a fashion marketing campaign successful? ● How has social media changed fashion advertising? ● How does visual identity influence consumer decisions? ● What ethical responsibilities do fashion companies have when marketing products?
Enduring Understanding(s):	● Fashion brands use advertising and marketing strategies to communicate with consumers and influence purchasing decisions. ● Successful fashion marketing campaigns use a clear target audience, compelling messaging, and

	consistent branding to engage consumers. ● Social media has transformed fashion advertising by creating new ways for brands to reach, engage, and influence consumers. ● Strong visual identity helps fashion brands communicate their values, differentiate themselves, and shape purchasing. ● Responsible promotion builds consumer trust through honesty, transparency, and respect for consumers.
Learning Goal(s): *Students will know and will be able to use their learning to:* (Content/ Skills)	**Content:** (Students will know…) ● the purpose of advertising and marketing in the fashion industry. ● different types of fashion advertising and promotional strategies. ● target audiences and consumer behavior. ● examine the role of visual identity. ● explore the impact of marketing on fashion businesses. ● recognize ethical issues in fashion advertising, including representation, sustainability, and truth in advertising. **Skills:** (Students will be able to…) ● analyze and critique fashion advertisements and campaigns. ● conduct market research to identify consumer trends and target demographics. ● develop marketing concepts for a fashion product or company. ● create visual and written marketing materials. ● use creativity and communication skills to persuade a target audience.