# Business of Fashion 2

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| **Grade(s):** | ☐ K<br>☐ 1<br>☐ 2<br>☐ 3<br>☐ 4<br>☐ 5 | ☐ 6<br>☐ 7<br>☐ 8 | ☑ 9<br>☑ 10<br>☑ 11<br>☑ 12<br>☐ Other _____ |
| **Discipline/Course:** | **Discipline:** Family and Consumer Science<br>**Course:** Fashion Business, Design, and Interior Design | | |
| **Course Title:** | Business of Fashion 2 | | |
| **Prerequisite(s):** | Business of Fashion 1 | | |
| **Course Description:**<br>*Program of Studies* | Students will continue to explore the current fashion movement and the multiple fashion apparel practices in both retail and wholesale. This course explores evolving consumer trends driven by the demand for flexible, on-demand shopping. Students will forecast trends, implement the methods of advertising and marketing, and apply their learning with the continuation of their own concept business venture. | | |
| **Course Essential Questions:** | ● How does the global community impact the fashion industry?<br>● What role does the U.S. fashion market play in the global community?<br>● What are the major fashion capitals worldwide and their impact on fashion?<br>● How does the consumer respond to the global fashion market?<br>● What role does sustainability contribute to the future of the fashion industry?<br>● How are products merchandised for ultimate consumer purchase?<br>● How does communication affect production and product quality?<br>● How does an advertising campaign influence consumer perception?<br>● How can promotion of an image support the branding identity of a business?<br>● How does developing cohesive marketing communications strategies meet branding objectives?<br>● How does fashion forecasting turn ideas into successful business ventures?<br>● What role does market research play in developing a fashion brand? | | |

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| | ● How does branding influence consumer interest and loyalty?<br>● How do pricing, production, and merchandising affect business success?<br>● What strategies help a fashion business stand out in a competitive market? | |
| **Course Enduring Understandings:** | ● The fashion industry is a global system shaped by culture, trade, and shared influence.<br>● The U.S. fashion market strongly impacts global trends and consumer demand.<br>● Fashion capitals shape global style and innovation.<br>● Consumers influence the global market through buying choices and digital engagement.<br>● Sustainability is essential to the future of fashion, affecting design, production, and marketing.<br>● Products are strategically merchandised to attract consumers and increase sales.<br>● Effective communication throughout production impacts product quality and consistency.<br>● Cohesive marketing communication and strategies are used to achieve branding and business goals.<br>● Successful fashion businesses are built through strategic planning, creativity, and market awareness.<br>● Market research is essential for identifying consumer needs and defining target audiences.<br>● Branding and storytelling influence consumer perception and purchasing decisions.<br>● Pricing, production, and merchandising decisions directly impact profitability and success.<br>● Effective marketing strategies help fashion businesses compete in a global marketplace. | |
| **Duration:**<br>**Credit:** | ☑ Semester<br>☐ Full-Year | ☑ 0.5 Credit(s)<br>☐ 1.0 Credit(s)<br>☐ 1.5 Credit(s)<br>☐ N/A |
| **Course Materials/Resources:** | ● Current multimedia<br>● Fashion Marketing and Merchandising | |
| **FPS Course Academic Expectation(s):** | ☑ Exploring and Understanding (EU)<br>☐ Synthesizing and Evaluating (SE)<br>☐ Creating and Constructing (CC)<br>☐ Conveying Ideas (CI) | |

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| | ☐ Collaborating Strategically (CS)<br>☑ Using Communication Tools (UCT) |
| **Year at a Glance (Units):** | **Unit 1:** The Global Market (~6 weeks)<br>**Unit 2:** Communication Strategies (~6 weeks)<br>**Unit 3:** The Fashion Business Venture (~8 weeks) |

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| **Unit Number and Title:** | **Unit 1:** The Global Market |
| **Duration:** | ~6 weeks |
| **Resource(s):** | ● Current multimedia<br>● Fashion Marketing and Merchandising |
| **Unit Overview:** | This unit will explore the major fashion entities around the world, the challenges, and perspectives associated with global fashion marketing and their relationships with consumers. |
| **Learning Goals** | |
| **Standard(s):** | **Area of Study 16.0: Textiles, Fashion, and Apparel**<br>16.5.3 Analyze ethical considerations for merchandising apparel and textile products.<br>16.5.4 Apply external factors that influence merchandising.<br>16.5.5 Critique varied methods for promoting apparel and textile products.<br>16.5.6 Apply research methods, including forecasting techniques, for marketing apparel and textile products.<br>16.6.2 Analyze the influences of cultural diversity as a factor in customer relations. |
| **Essential Question(s):** | ● How does the global community impact the fashion industry?<br>● What role does the U.S. fashion market play in the global community?<br>● What are the major fashion capitals worldwide and their impact on fashion?<br>● How does the consumer respond to the global fashion market?<br>● What role does sustainability contribute to the future of the fashion industry? |
| **Enduring Understanding(s):** | ● The fashion industry is a global system shaped by culture, trade, and shared influence.<br>● The U.S. fashion market strongly impacts global trends and consumer demand.<br>● Fashion capitals shape global style and innovation.<br>● Consumers influence the global market through buying choices and digital engagement.<br>● Sustainability is essential to the future of fashion, affecting design, production, and marketing. |
| **Learning Goal(s):** | **Content:** (Students will know…) |

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| *Students will know and will be able to use their learning to:*<br>(Content/ Skills) | ● how the global community influences the fashion industry.<br>● identify key fashion capitals and explain their impact on global fashion trends.<br>● the role of the U.S. fashion market within the global industry.<br>● how consumer behavior shapes the global fashion market.<br>● the importance of sustainability in the future of fashion.<br><br>**Skills:** (Students will be able to…)<br><br>● analyze how global markets and cultures influence fashion trends and branding.<br>● evaluate the impact of fashion capitals on industry direction and innovation.<br>● compare global fashion markets and identify patterns of influence.<br>● interpret consumer behavior based on global fashion marketing decisions.<br>● communicate ideas about sustainability for more responsible fashion practices. |

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| **Unit Number and Title:** | **Unit 2:** Communication Strategies |
| **Duration:** | ~6 weeks |
| **Resource(s):** | ● Current multimedia<br>● Fashion Marketing and Merchandising |
| **Unit Overview:** | This unit examines how fashion products are merchandised and promoted to influence consumer purchasing. They explore how communication affects production quality and consistency. Students analyze how branding supports business identity and how developing cohesive marketing strategies meet branding goals. |
| **Learning Goals** | |
| **Standard(s):** | **Area of Study 16.0: Textiles, Fashion, and Apparel**<br>16.1 Analyze career paths within textile apparel and design industries.<br>16.1.4 Analyze the effects of textiles and apparel occupations on local, state, national, and global economies.<br>16.5 Evaluate elements of textile, apparel, and fashion merchandising.<br>16.5.1 Apply marketing strategies for textile, apparel, and fashion products.<br>16.5.4 Apply external factors that influence merchandising.<br>16.5.5 Critique varied methods for promoting apparel and textile products. |
| **Essential Question(s):** | ● How are products merchandised for ultimate consumer purchase?<br>● How does communication affect production and product quality?<br>● How does an advertising campaign influence consumer perception?<br>● How can promotion of an image support the branding identity of a business?<br>● How does developing cohesive marketing communications strategies meet branding objectives? |
| **Enduring Understanding(s):** | ● Products are strategically merchandised to attract consumers and increase sales.<br>● Effective communication throughout production impacts product quality and consistency.<br>● Cohesive marketing communication and strategies are used to achieve branding and business |

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| | goals. |
| **Learning Goal(s):**<br>*Students will know and will be able to use their learning to:*<br>(Content/ Skills) | **Content:** (Students will know…)<br><br>● how products are merchandised to encourage consumer purchase.<br>● how communication reinforces product and company branding identity.<br>● how advertising campaigns influence consumer perception.<br>● how integrated marketing strategies support branding goals.<br><br>**Skills:** (Students will be able to…)<br><br>● analyze merchandising strategies used to attract target consumers.<br>● evaluate how communication affects production outcomes and quality.<br>● interpret how advertising influences consumer perception and brand image.<br>● create cohesive marketing communication strategies aligned with branding objectives. |

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| **Unit Number and Title:** | **Unit 3:** The Fashion Business Venture |
| **Duration:** | ~8 weeks |
| **Resource(s):** | ● Current multimedia<br>● Fashion Marketing and Merchandising |
| **Unit Overview:** | This unit covers the essentials of launching a fashion venture. Students will apply marketing concepts to develop a business idea from target audience research to basic marketing. The curriculum also addresses production and pricing to build a cohesive industry concept. |
| **Learning Goals** | |
| **Standard(s):** | **Area of Study 16.0: Textiles, Fashion, and Apparel**<br>16.1 Analyze career paths within textile apparel and design industries.<br>16.1.4 Analyze the effects of textiles and apparel occupations on local, state, national, and global economies.<br>16.5 Evaluate elements of textile, apparel, and fashion merchandising.<br>16.5.1 Apply marketing strategies for textile, apparel, and fashion products.<br>16.5.4 Apply external factors that influence merchandising.<br>16.5.5 Critique varied methods for promoting apparel and textile products. |
| **Essential Question(s):** | ● How does fashion forecasting turn ideas into successful business ventures?<br>● What role does market research play in developing a fashion brand?<br>● How does branding influence consumer interest and loyalty?<br>● How do pricing, production, and merchandising affect business success?<br>● What strategies help a fashion business stand out in a competitive market? |
| **Enduring Understanding(s):** | ● Successful fashion businesses are built through strategic planning, creativity, and market awareness.<br>● Market research is essential for identifying consumer needs and defining target audiences. |

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| | ● Branding and storytelling influence consumer perception and purchasing decisions.<br>● Pricing, production, and merchandising decisions directly impact profitability and success.<br>● Effective marketing strategies help fashion businesses compete in a global marketplace. |
| **Learning Goal(s):**<br>*Students will know and will be able to use their learning to:*<br>(Content/ Skills) | **Content:** (Students will know…)<br><br>● the components of launching a fashion business venture.<br>● how market research informs business and design decisions.<br>● how branding shapes a fashion business identity.<br>● how pricing, production, and merchandising affect profitability.<br>● how marketing strategies promote a fashion business.<br><br>**Skills:** (Students will be able to…)<br><br>● develop a fashion business concept based on market research.<br>● create a target market profile and analyze consumer needs.<br>● design a brand identity including name, logo, and aesthetic direction.<br>● develop basic pricing and merchandising strategies for products.<br>● create a marketing plan to promote their fashion business.<br>● present a cohesive fashion business venture proposal. |