Fashion Marketing Applications – Ms. Blanchard 11-100 – dablanch@volusia.k12.fl.us

*Please return signed

Course Description:

The purpose of this course is to further develop the competencies essential to fashion marketing. Students will learn and implement the following skills: creativity, time management, leadership and responsibility, social and cross-cultural, flexibility and adaptability, initiative and self-direction, communication and collaboration, information literacy, media literacy, ICT (Information, Communications and Technology literacy), critical thinking and problem solving.

Students will focus on the functional implementation of strategic marketing with fashion, understanding the roles of marketing within a given organization. They will apply the primary concepts of strategic marketing (e.g., distribution, financing, product/service planning, marketing-information management, pricing and promotion applications, purchasing, safety and risk management, selling).

DECA, which is an international student organization is part of the curriculum. Students are encouraged to become members and participate in state competition, with the possibility of competing on the national level. Those participating will also be involved in merchandising and operating the school store, Bulldog Stop.

Textbook: me (Marketing Essentials) McGraw Hill

Materials Required: 1” binder and loose-leaf paper, ear buds/headphones, and pens/pencils. Additional materials may be required for projects.

Instructional Methods: lectures/notes, book/worksheet, Internet assignments, and projects (individual and group), videos, guest speakers, possible field trips. *Chaperones needed.

Classroom has a computer jar cart and students will ONLY utilize phones, computers, ear buds/headphones when instructed to do so by teacher. Must follow the VCS Computer and Internet Access policy.

Student Conduct: VCS Code of Student Conduct and Disciple. Be respectful – of yourself, fellow classmates, and teacher. Be on time and in seat when bell rings. Come to class prepared with supplies. Stay on task and complete work by assigned due date. All formatives must be completed before taking summative. Test make-ups will be scheduled during lunch.

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Student – Print Name  Student – Signature & DATE

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Parent – Print Name  Parent – Signature

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Parent – Print Name  Parent – Email & Phone