Course Description:

This course provides instruction for career-sustaining level of employment in the fashion industry. The content includes applied skills related to fashion marketing functions, employment skills required and career planning as related to the fashion marketing industry.

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.

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 Discipline. 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.

Student – Print Name

Parent – Print Name