Course Description:

The purpose of this course is to develop the competencies essential to marketing for the fashion industry. These competencies include employability, human relations, communication, math and economic skills. The fundamentals of marketing and selling are also included. 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 learn how to develop market targets, segmentation, and market positioning strategy for implementation. They will understand the Marketing Mix – 4 Ps (Product, Price, Place and Promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction. These are the keys to long-term revenue, profitability and success. Students will also learn the process of selling and be able to identify effective selling techniques and procedures. We will delve into employability/interpersonal skills to learn what is needed for success in the workplace, including what is a brand and how to develop your personal brand.

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.

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, and possible field trips.

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.

__________________________________________  _______________________________________
Student – Print Name                                                             Student – Signature & DATE

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Parent – Print Name                                                              Parent – Signature

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Parent – Email & Phone