

**Roslyn High School**  
**Ms. Kaufman 2016-2017**  
**Fashion Marketing**  
[skaufman@roslynschools.org](mailto:skaufman@roslynschools.org)

**Course Objectives**

Fashion is at the core of American life and self-expression. In this course, you will explore the relationships between the design, merchandising and marketing of fashion products. This includes the development of promotional, advertising, and retailing skills needed to enter the marketplace and succeed. You will investigate the fashion industry by focusing on market and trend research, visual displays, sales techniques and business practices. Learn how to incorporate technology for cost analysis, inventory control and store planning. Build a background in product development and consumer behavior while using graphic communications to discover the trends and concepts used in Fashion Marketing and Merchandising.

This is a fun class! We will plan a field trip together!

Topics:	Functions of Marketing	Marketing Mix
	Consumer Markets	Marketing Segmentation
	Demographics	Channels of Distribution
	Market Research	Designers
	Name/Logo Recognition	Store Layouts
	Patents, Copyrights	Branding, Trademarks
	Global Markets and Manufacturing	The Mall
	Fashion Shows	Cosmetics
	Seasonality	Accessories
	Licensing	Media
	Sales Process	Pricing Strategies
	Merchandisers vs. Manufacturers	Ethical Issues in Fashion
	Knock-offs	Gift Cards
	Visual Merchandising	Financial Management

Textbook: **Fashion Marketing and Merchandising** Wolfe, Mary  
3rd Edition, 2009. Goodheart-Wilcox Publishing

Materials Needed: Spiral notebook or computer for notes, folder for handouts,  
or a section of a loose leaf binder with a pocket for handouts.

Grading: 10% Positive Class Participation  
20% Tests, Quizzes  
70% Projects (primarily in-class projects)

Each day you should bring your notebook/computer, Pen or Pencil. When we work through the financial section, you will need to bring your calculator. You may use your iPad for note-taking and topic research. Using your iPad to play games during class is a no-no.

### **Course Requirements:**

**Cheating Policy:** Please refer to the Code of Discipline on page 19-20 of your Student Handbook. In other words, please don't cheat. Be honorable. Copying and pasting is considered to be plagiarism. This course allows you to be original and creative. All of your work must be original and created by you. A grade of zero and a referral will be written for any assignment handed in that involves cheating of any kind.

**Tests:** Testing will be taken on the day announced. If you are absent the day before, you should plan ahead and study so that you may take the test the day it is given. Our test days are 2,5, and 6. This class will be project oriented, but there may also be a test or quiz. There will be a Final Project in January.

**Extra Help:** I will offer extra help at any time you need it during my free periods and after school. Just make an appointment with me and we'll work through your questions. I am your resource! Please use me.