

**GREAT NECK SOUTH HIGH SCHOOL  
BUSINESS DEPARTMENT  
COURSE EXPECTATION SHEET**

Course Name: **Fashion Marketing II**  
Teacher: **Mrs. Demetres**

This new half-year course will be project-based, and documentary/movie based and students will have the chance to see and implement ideas, previous fashion knowledge and design into a real-world application of clothing and visual merchandising throughout the world, economy and fashion/business environment. Students will take the material and schema from the first course and apply to new chapters, and understanding of terminology, projects, documentaries watched and assignments in this course, for a comprehensive view of the fashion industry and environment, both domestically and internationally.

**Course Objectives:**

1. Continue to research and understand the concepts and field of fashion marketing and merchandising, using notes, and mainly projects/documentaries.
2. Continue to build awareness of new fashion terminology, as well as marketing terminology.
3. Take a more in-depth look at Fashion including: brands, designers, buying & selling, pricing, promotions, etc through the use of projects, documentaries and active learning.
4. Presentations will also be used so that students can better prepare for college courses and real-life application in their careers.
5. Students will learn about various careers within the field of fashion—from designer, buyer to owner.

**Textbook:** Fashion Marketing-Author: Dotty Boen Oelkers, Thomson South-Western Publishing

**Chapters Include:**

1. Promoting a Fashion Image
2. Merchandising and Buying
3. Data Driven Decisions
4. Creating a Fashion Business
5. Careers in the Industry

**Projects Include:**

Designers Around the World  
Design Your Dream Wedding

Choose Your Fashion Career  
Designer Biography/Designer Collage  
What Designer Are You Most Like  
Knockoff Project  
Visual Merchandising Project  
Design Your Own Boutique Project  
Organize a Fashion Show Project

**Expectations:**

1. Treat yourself, myself and fellow classmates with RESPECT!
2. Be on time—lateness and absences affect your participation grade
3. Be prepared—have class notes, assignments, etc when you need them!
4. Do not mess around with the computers! Be clean and throw out your garbage!
5. If you use an iPad or a computer for notes and assignments, DO NOT take advantage of it. There is a zero tolerance policy when it comes to misuse of phones/iPads in the classroom. If computers are in classroom, iPad might not be used at all for notes/assignments. Teacher's discretion.
6. Complete all assignments and try your best!
7. Ask for help if you need it ☺

*In my class, students will demonstrate qualities essential for success in the business world: punctuality, reliability, cooperation, teamwork, listening skills, ability to follow oral and written directions, and respect for others.*

**Required Materials:**

1. Something to write with and notebook for (folder optional), iPad optional

**Grading Policy:**

You *earn* grades; grade will be based on the following:

1. Participation/Quizzes/Notes (for timing/concepts and understanding for longer projects and attention during documentaries): 30%
2. Projects/Assignments: 70%

Since this class is project-driven, participation and active learning/attendance in class is imperative to student success. Please note that the major assessment tool for this course is project-based. The students learned all major concepts in Fashion Marketing and will continue the learning of new concepts in this new course. This course will expand on their prior knowledge and build on that with the use of active and hands-on learning, through the completion of projects and presentations of the students' work.

This course will provide a complete view of Fashion Marketing, using project-based learning, to give students a comprehensive look into the fashion industry. By doing projects, students will fully immerse themselves into all aspects of the industry.