

# retail fashion

Mrs. Thomas, Educator  
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## MARKETING 2024-25 Course Syllabus



### Course Description:

Retail and Fashion Marketing is designed to provide students with an overview of retail and fashion marketing principles and practices. This course introduces students to the retail industry, including the fundamentals of fashion marketing, key marketing concepts essential to every business, types of businesses involved in the industry, fashion industry economics, and an array of career opportunities. Standards are written in ways that encourage skill development in marketing segmentation and target marketing, product selection and buying, and inventory systems.



**Certification: Guest Services  
Professional Golden  
Opportunity**

### Fashion Classroom Expectations

- You are expected to conduct yourself in a respectful and productive manner.
- In addition to all the rules and expectations listed in the student handbook, I expect you to have a positive attitude, treat others with respect, practice self-discipline, and demonstrate responsibility.
- Show respect to everyone and everything.
- Follow all rules in the Code of Conduct and Student Handbook for the ACTC.
- If these conditions are not met, you can expect one-on-one meetings with me, parent/instructor conferencing, and administrative action, if necessary

### Embedded Literacy and Numeracy Anchor Assignments:

Students will read, analyze and comprehend a variety of simple to complex sewing directions. Students will calculate sewing measurements required to effectively complete a variety of sewing projects, including garment construction.

### Textbook:

Fashion Marketing & Merchandising (Goodheart-Wilcox)

### Supplemental

**Materials:** Internet sites, handouts, magazines, guest speakers, etc.

### Visual Aids:

Demonstrations, dry erase board, posters, videos, handouts, PowerPoint, Computer programs, computerized monogram/embroidery sewing machines, sergers and other types of visual aids

### GRADING SCALE:

90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

### GRADE PROCEDURES:

Major Grades---65%  
Minor Grade---35%





# Class Procedures



## Before Class:

- Dispose of any food or drinks before entering the classroom. Water is okay providing it is in a container with a lid that securely closes.
- Gather what you need (notebook, paper, pens, pencils, etc.) and place your bags on or underneath the countertops.
- Go to the bathroom if you need to go, but if you are tardy to class, you will have to go sign in at the office and get a tardy slip before entering. 3 tardies will result in an office referral!
- Turn off or silence cell phones and put them away

## During Class:

- Listen and follow instructions the FIRST time they are given.
- Be respectful to EVERYONE in the class.

## Last 5 Minutes of Class:

- CLEAN UP- make sure all supplies are back in their proper places, machines are off, pick up trash, wipe down tables, etc. Cleaning up is for EVERYONE in the class. It does not matter if you didn't use a particular supply or if you didn't make a mess. EVERYONE has to clean up.
- DO NOT crowd in my hallway to wait for the bell to ring. I dismiss you, not the bell, therefore you are expected to be in your seat when it rings.

## Restroom:

- You have 4 bathroom passes each semester. After asking for permission, you will sign out on the bathroom log and sign back in when you return.
- I would highly recommend that you use these passes wisely because after the 4th one, you will not be allowed to go unless you have medical documentation/authorization

## Absences:

- I DO NOT remind students to make up work. It is understood that you are to make up any missed assignments within 3 school days of the EXCUSED absence.
- After an absence, when you return to class, there will be a folder on the bulletin board in the hallway where you can check for any missing handouts or assignments,
- All missing work will be entered as a zero until it is made up. Once your work is turned in, I will grade it and put your grade in the gradebook.
- Remember it is your responsibility to get your make-up assignments and turn them in on time.
- Unexcused absences will result in a zero for any work missed.

## Late Work:

- Late work results in 15 penalty points each day your work is late.
- For some projects, late work will not be accepted because I will give you more than enough time to complete it. These projects will be introduced in more than enough time before they are actually assigned.

## **COURSE & SUPPLY FEE**

There is a \$55.00 fee for this course that includes \$20 for FCCLA and \$35 for the class. Students will not be allowed to participate in any class activities or labs if the class fee is not paid. A sewing kit is also required and is included in your fee.

Only students who have paid their fee will receive a kit.

**Class fee is due by Friday September 6th.**



Family, Career, Community Leaders of America, founded in 1945, is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through family and consumer science education.

Check out [www.fcclainc.org](http://www.fcclainc.org) for more info!

**FCCLA dues are \$20**



# Class Safety

- Students may be using scissors, other cutting tools, heating elements, hot glue, sewing machines, etc. to complete projects. Students are expected to use extreme care in handling equipment and to adhere to all guidelines demonstrated by the instructor.
- Students are NOT allowed to use equipment without permission or if the instructor is absent.
- **HORSE PLAYING WHILE USING MACHINES OR TOOLS IS A SAFETY VIOLATION, AND WILL RESULT IN A ZERO FOR THAT DAYS WORK.**
- All students must take a safety test and pass with a 100 before being able to use any of the equipment in the room.

**To Pay class fees online, click the link below:**

**[https://gofan.co/event/1572523?schoolId=AL98187\\_2](https://gofan.co/event/1572523?schoolId=AL98187_2)**

**ALL  
ASSIGNMENTS  
MUST BE TURNED  
IN ON  
SCHOOLLOGY**



## Student Behavior Plan

Students are expected to follow all rules and procedures. Violations of the rules will result in the following consequences:

### **CLASS A**

First offense – Student-teacher conference  
Second offense – Parent Notification/Contact  
Third offense – Parent-Teacher-Administration Conference  
Fourth offense- Office Referral

\***Class B** violations and above will result in an immediate office referral.

## Cell Phones



**Cell phones and earbuds/headphones will not be allowed to be used during classroom instruction time. They should be put away and on silent. You will be allowed access during class changes. Failure to follow these procedures will result in consequences according to the student behavior plan**

