



# Fashion Merchandising

Instructor: Susan Rowe

Office Hours: 7:15-7:45AM & 1:40-2:45PM

Office Location: Building 1, Room 151

The best way to contact me is by email, expect a response same day/or as soon as possible.

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## COURSE INFORMATION 2021-2022

AM Session - 7:55 to 10:25 AM, Monday – Friday  
Friday

PM Session - 11:10 AM to 1:40 PM, Monday –

High School Credits: 3.0 elective or CTE

Equivalency Credit: 1.0 Fine Arts

CTE Dual Credit

- Bellevue College
- MKTG 104 Intro to Fashion Marketing, 2 credits

**Course Description:** This course provides students with the most current information about the basic aspects of fashion marketing and merchandising. The course content introduces students to the field of fashion promotion and provides foundational fashion concepts related to economics, textiles, and design. These are all critical aspects of the industry. Other areas covered include technological advances in manufacturing, mass customization, niche specialization, inventory planning, management, retail trends including Omni channel retailing and show rooming. Essential career skills and career opportunities will be introduced as well.

**Prerequisites:** Math, marketing, computer apps., art, and theater are highly recommended

## COURSE MATERIALS

Provided by Sno-Isle TECH Skills Center:

- Fashion Marketing & Merchandising, Mary Wolfe, Goodheart-Wilcox Co., 2019 edition. ISBN 978-1-63563-145-6

**Student responsibility:**

- 1 1/2inch three-ring binder, 6 dividers, pen, pencil, paper
- (2) 3 ring binders for Resume Portfolio Project and Design A Line Project
- Clear plastic page protectors
- Optional art supplies and/or fabric for personal use

# LEARNING OBJECTIVES

**Learning Objectives:** Upon completion of this course each student should be able to:  
Identify and discuss each of the major categories within the fashion industry.

- Demonstrate a proficiency of industry terminology
- Develop an understanding of the major industry categories, their interrelationship and the fashion timeline
- Identify career paths
- Evaluate trend information

**Certificate Opportunities:** This course provides an opportunity for students to earn a certificate and assesses student achievement of these specific outcomes: Program specific participation/completion certificate and the 21<sup>st</sup> Century Skills Certificate.

# ASSIGNMENTS AND GRADING

**Assessment Criteria and Grading Policies:**

- |   |            |
|---|------------|
| • Daily/weekly assignments                  | 25%        |
| • Media reporting                           | 25%        |
| • Weekly professional evaluation/attendance | 25%        |
| • Quarter projects                          | <u>25%</u> |
| Total                                       | 100%       |

**Sno-Isle TECH Skills Center Grading System:**

A 94-100%	B- 80-82%	D+ 68-69%
A- 90-93%	C+ 78-79%	D 60-67%
B+ 88-89	C 73-77%	F 00-59%
B 83-87%	C- 70-72%	

**Professionalism Policy:** see pages #4, 5, 6 - Sample professional and learning target criteria.  
Semester #1 Semester #2

- **Note:** College Credit requires 85% (not to include professional grade)
- **Make-up or Late Work:** If a student is absent it is the responsibility of the student to make up practical and written work. Assignments are due the following day for full points. Assignments may be turned in up to a week late for 50% credit. Special circumstances will be considered on an individual basis.
- **Grading communication:** Students and parents can review grades on-line through the Qmlativ Student Information System for Mukilteo School District. Access information will be provided at the beginning of the school year. The grades will be updated weekly/biweekly.

# Learning Target Record

Name: \_\_\_\_\_

Date: \_\_\_\_\_ Week # \_\_\_\_\_

**Monday:** Learning Target \_\_\_\_\_

What I learned: \_\_\_\_\_

**Tuesday:** Learning Target \_\_\_\_\_

What I learned: \_\_\_\_\_

**Wednesday:** Learning Target \_\_\_\_\_

What I Learned: \_\_\_\_\_

**Thursday:** Learning Target \_\_\_\_\_

What I learned: \_\_\_\_\_

**Friday:** Learning Target \_\_\_\_\_

What I learned: \_\_\_\_\_

What would you tell an employer you know how to do?

What might you change or do differently on future tasks/projects?

- off task
- cell phone
- unprepared for class
- failure to clean work area
- unsafe behavior