

## CFISD Fashion Marketing

### Scope and Sequence

**Course Description:**

- Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities. (1/2 Credit).
- Grades 10 – 12
- Recommended prerequisites: Principles of Business, Marketing, and Finance
- Lab supplies or fee may be required

**TEKS:**

[http://tea.texas.gov/Academics/College,\\_Career,\\_and\\_Military\\_Prep/Career\\_and\\_Technical\\_Education/CTE\\_Texas\\_Essential\\_Knowledge\\_and\\_Skills\\_for\\_2017-2018/](http://tea.texas.gov/Academics/College,_Career,_and_Military_Prep/Career_and_Technical_Education/CTE_Texas_Essential_Knowledge_and_Skills_for_2017-2018/)

**Cluster:** Marketing

**Endorsement:** Business and Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English (Y/N-area): N

Instructional Units	Estimated Days
1 <sup>st</sup> Grading Period <ul style="list-style-type: none"> <li>• Introduction to Fashion</li> <li>• Fashions of Yesterday &amp; Today</li> <li>• Garment Encyclopedia</li> <li>• The Fashion Industry</li> <li>• International Fashion 101</li> <li>• The Laws of Fashion</li> <li>• A Job Defined: Fashion Buyer</li> <li>• Advertising for Business</li> </ul>	38 Days/38 Days
Instructional Units	Estimated Days
2 <sup>nd</sup> Grading Period <ul style="list-style-type: none"> <li>• Artistic Merchandising Design</li> <li>• Fashion Retailing</li> <li>• Product Service Management</li> <li>• Vendors, Buyers &amp; Merchandisers</li> <li>• Promotional Processes in fashion Marketing</li> <li>• The Selling Process</li> </ul>	39 Days/53 Days

Extra Chapters to be Disbursed as Teacher Desires:

- Discovering Cultural Differences
- Employability Skills
- Teamwork & Collaboration
- Ethics in Business
- Mathematics in the Workplace

**Primary Instructional Materials (used districtwide):**

iCEV Multimedia, Ltd., Proclamation 2017