Rev for Fall, 2019

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

Cluster: Marketing

Endorsement: Business & Industry

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

Industry Certification/Credentials: n/a

Instructional Units	Pacing
1 Semester Course • Introduction to Fashion • Fashions of Yesterday & Today • Garment Encyclopedia • The Fashion Industry • International Fashion 101 • The Laws of Fashion • A Job Defined: Fashion Buyer • Advertising for Business	1st grading pd
• Artistic Merchandising Design • Fashion Retailing • Product Service Management • Vendors, Buyers & Merchandisers • Promotional Processes in fashion Marketing • The Selling Process	2nd grading pd

Primary Instructional Materials:

CEV Business, Marketing, Finance, IT & Media Site ISBN 9781614592129