

# Marketing Curriculum

## P. Coombs, McGraw High School Business Education

<p><b>Course:</b> <b>Marketing</b> <b>Theme: Fashion</b></p>	<p><b>Standard 1: Career Development:</b> Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions. <b>Standard 2: Integrated Learning:</b> Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings. <b>Standard 3a: Universal Foundation Skills:</b> Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace. <b>Standard 3b: Career Majors</b> Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.</p>			
<b>Performance Indicators - LW DAT</b>	<b>Essential Questions</b>	<b>Essential Knowledge &amp; Skills</b>	<b>Classroom Ideas</b>	<b>Assessment Ideas</b>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain and apply the seven key marketing functions</li> <li>▪ Discuss the basic concepts of fashion marketing</li> </ul>	<p>What are the basic concepts and functions of marketing?</p>	<ul style="list-style-type: none"> <li>▪ The Marketing Mix</li> <li>▪ Key Marketing Functions</li> <li>▪ The Product Life Cycle</li> <li>▪ Retro Fashions and their influence</li> <li>▪ The Product Mix</li> <li>▪ Marketing trends</li> </ul>	<p>Jigsaw a working definition of marketing</p> <p>Product Life Cycle with a Fashion Flare!</p> <p>Polo Ralph Lauren Discussion</p> <p>Cyber Marketing - JC Penney's new "virtual try-on"</p> <p>Ethics Challenge - Returning merchandise</p> <p>Round Table: Abercrombie &amp; Fitch - too much, too little? Discrimination?</p>	<p>Case Analysis</p> <p>Application of the key marketing functions with CD's</p> <p>Position paper: What events or attitudes might influence the direction of fashion for the future?</p> <p>"Think Critically"</p> <p>Specialty Store Promotions Planning</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain the relationship of fashion history to today's fashions</li> <li>▪ Identify the impact of cultural diversity on fashion marketing</li> <li>▪ Explain the major environmental influences on fashion demand</li> <li>▪ Discuss why men's wear change more slowly than women's wear</li> <li>▪ Analyze the principles and elements of design</li> <li>▪</li> </ul>	<p>What is the relationship between fashion history and today's fashion?</p>	<ul style="list-style-type: none"> <li>▪ Fashion Origins</li> <li>▪ Globalization</li> <li>▪ Mass Production</li> <li>▪ The elements of culture</li> <li>▪ Demand Factors</li> <li>▪ Type casting</li> <li>▪ The Principles of Design</li> <li>▪ The Elements of Design</li> <li>▪ Color Traditions</li> <li>▪ Product Construction</li> <li>▪ Factors of Production</li> <li>▪ Children's Wear Market</li> </ul>	<p>Visit <a href="http://www.apparesearch.com/glossary.htm">www.apparesearch.com/glossary.htm</a></p> <p>Create a visual to show how shapes can be balanced in fashion</p> <p>Why is color so important to fashion?</p> <p>Check out <i>Women's Wear Daily</i></p> <p>Cyber Marketing</p> <p>Brainstorm: Why denim has been a popular fabric for more than 100 years.</p> <p>Man Made vs. Natural Fibers</p>	<p>Case Analysis</p> <p>Project: The Collection Point - Men's Fashion History</p> <p>Research and think critically: Thai Silk Company</p> <p>Position Paper: Dress Codes - Necessary or Not?</p> <p>Select a natural fiber and research the specific geographic regions in which that fiber is developed and why</p>

Resources: (1.) *EntreSkills I*, Through the Office of Entrepreneurial Education (oe<sup>2</sup>), A Unit of The NYS Small Business Development Center, 41 State Street, 7<sup>th</sup> Floor, Albany, NY 12246, in cooperation with SUNY. Martha W. Pollack, Customer Care Manager, 800.732.7232. (2.) *International Business*, Business 2000, Les R. Dlabay, Thomson Learning/South-Western Publishing, 2003. (3.) *Fashion Marketing*, Dotty Oelkers, Thomson Learning/South-Western Publishing, 2004.

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Describe bases of segmenting target markets</li> <li>▪ Analyze ways to collect marketing information</li> <li>▪ Compare and contrast the different channels of distribution</li> <li>▪ Compute pricing for goods and services</li> <li>▪ Explain the interdependence of selling and promotion</li> </ul>	<p>How can I determine what the customer wants and what they will pay?</p>	<ul style="list-style-type: none"> <li>▪ Market Segmentation</li> <li>▪ Forecasting</li> <li>▪ Channels of Distribution</li> <li>▪ What's in a name?</li> <li>▪ Pricing Strategies and Calculations</li> <li>▪ The Promotional Mix</li> </ul>	<p>Brainstorm: Great marketing slogans and campaigns - why do you remember them?</p> <p>Think tank: Why would a cosmetics company work to help save the Amazon jungle?</p> <p>Marketing Math</p>	<p>Case Analysis</p> <p>Project: The Collection Point</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Describe the laws of supply and demand</li> <li>▪ Analyze factors that impact demand</li> <li>▪ Describe how international marketing affects the fashion industry</li> <li>▪ Create and analyze financial statements</li> <li>▪ Develop credit policies to be used as a marketing strategy</li> <li>▪ Evaluate sources for funding</li> </ul>	<p>What is the relationship between supply and demand with the competition and making money?</p>	<ul style="list-style-type: none"> <li>▪ Wants, Needs and Scarcity</li> <li>▪ Competitive Benefits</li> <li>▪ Productivity and Synergy</li> <li>▪ World Trade</li> <li>▪ Financial Planning</li> <li>▪ Budgets and Estimated Financial Statements</li> <li>▪ Sources of Money</li> <li>▪ Raising Capital</li> </ul>	<p>Case Analysis: The Armani Group</p> <p>How does price impact demand?</p> <p>Analyze the competition</p> <p>Cyber Marketing: <a href="http://www.smartbargains.com">www.smartbargains.com</a></p> <p>Analyze the WTO</p> <p>Jigsaw: Credit Cards - A/D</p> <p>Jigsaw: Writing a Credit Policy</p>	<p>Case Analysis</p> <p>Fashion Flashback - Ralph Lauren History</p> <p>Analyzing Financial Information</p> <p>Trend Setters: Susan Silverstein</p> <p>Analyze Trading Blocs</p> <p>Customer Service Role Play</p>

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Analyze American fashion centers and designers</li> <li>▪ Analyze European fashion centers and designers</li> <li>▪ Analyze Asian and Other emerging fashion centers and their designers</li> </ul>	<p>What is the international impact on the fashion industry?</p>	<ul style="list-style-type: none"> <li>▪ America's Fashion Centers</li> <li>▪ American Designers</li> <li>▪ European Fashion</li> <li>▪ European Creators</li> <li>▪ Asian and Other Emerging Centers</li> </ul>	<p>Who is Vera Wang?</p> <p>"Do's and Don'ts"</p> <p>Cyber Marketing: Who's Next?</p> <p>Runway Shows - Analyze</p> <p>Trend Setters: Scott French</p> <p>Marketing Math</p>	<p>Fashion Flashbacks</p> <p>Research: French and Italian brands in your own community</p> <p>Politics and Fashion - the connection?</p> <p>Travel Planning - A Buyer's Trip</p>
<ul style="list-style-type: none"> <li>▪ Identify and Explain the components of the promotional mix</li> <li>▪ Analyze and evaluate ads</li> <li>▪ Create ads</li> <li>▪ Describe the use of special events for promotion</li> <li>▪ Explain how to obtain publicity through special events</li> <li>▪ List and explain the steps to making a sale</li> </ul>	<p>How can you promote an image?</p>	<ul style="list-style-type: none"> <li>▪ Advertising the Product</li> <li>▪ Producing the Ad</li> <li>▪ Promoting Through Events</li> <li>▪ Trunk Shows</li> <li>▪ Fundraisers</li> <li>▪ Infomercials?</li> <li>▪ Selling Fashion</li> <li>▪ The Steps and Keys to Success</li> <li>▪ Commissions</li> </ul>	<p>Winning Strategies: N. Miller - Store Opening tied with Charitable Event</p> <p>Analyzing advertisements</p> <p>Cyber Marketing - Itochu Corp.</p> <p>List ways to attract teens to fashion web sites</p> <p>Marketing Math</p>	<p>Case Analysis</p> <p>Creating an image and marketing it</p> <p>Creating Fashion Advertisements</p> <p>Position Paper: Write a paragraph on how you feel about fashion marketers using ads to promote social causes.</p>

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<b>Performance Indicators</b>	<b>Essential Questions</b>	<b>Essential Knowledge &amp; Skills</b>	<b>Classroom Ideas</b>	<b>Assessment Ideas</b>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Mind Map the steps of production from design to finish</li> <li>▪ Explain the impact of technology on apparel production</li> <li>▪ Describe research trends in marketing</li> <li>▪ Analyze the impact of technology on inventory controls</li> <li>▪ Explain the need for standards in the clothing industry</li> </ul>	<p>How does technology affect fashion marketing?</p>	<ul style="list-style-type: none"> <li>▪ Production: Design to finished product</li> <li>▪ Technology Impacts:</li> <li>▪ Mass Production</li> <li>▪ Customization</li> <li>▪ Research and Technology</li> <li>▪ Inventory controls</li> <li>▪ Distribution Technology</li> <li>▪ Standards</li> <li>▪ Emerging Technology</li> </ul>	<p>Lectra - Global Technology Company</p> <p>Brainstorm ways technology has improved apparel production</p> <p>Visit <a href="http://www.niketalk.com">www.niketalk.com</a> - to research "Sneaker Freaks"</p> <p>Marketing Math</p> <p>Economics: Clothing manuf. in foreign countries</p> <p>Cyber Marketing</p>	<p>Case Analysis</p> <p>Project: The Collection Point - Tennis Apparel for Serena Williams</p> <p>Trend Setters: Online Personal Shoppers - analysis</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Describe the basics of retail marketing</li> <li>▪ Explain the steps of effective visual merchandising displays</li> <li>▪ Explain the role of the buyer in retailing</li> <li>▪ Describe the process of selecting goods for sale</li> </ul>	<p>How do retail stores become and stay successful?</p>	<ul style="list-style-type: none"> <li>▪ Mall and Store Design</li> <li>▪ Welcome, Customers!</li> <li>▪ Visual Merchandising</li> <li>▪ Fixtures, Signs, and Lighting</li> <li>▪ Selecting apparel and accessories</li> <li>▪ Merchandising the goods</li> </ul>	<p>Cyber Marketing: <a href="http://www.globalshop.org">www.globalshop.org</a></p> <p>Why should stores be interested in attracting people over the age of 50?</p> <p>Fashion Flashback: Controversial Store Displays - Avoidance</p> <p>Versatile Fixtures?</p> <p>Marketing Math</p>	<p>Case Analysis</p> <p>Research and analyze the OFC</p> <p>Create a store layout</p> <p>Create a new store sign</p>

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain the characteristics of marketing information systems</li> <li>▪ Analyze the limits of marketing research</li> <li>▪ Explain the purpose and applications of inventory control</li> <li>▪ Analyze the purpose of forecasting</li> </ul>	<p>What kind of information is collected to make informed marketing decisions?</p>	<ul style="list-style-type: none"> <li>▪ Managing information with MktIS</li> <li>▪ Market Segments</li> <li>▪ Mass vs. Target Markets</li> <li>▪ Price Elasticity</li> <li>▪ Inventory Control</li> <li>▪ Return on Investment</li> <li>▪ Risk Management</li> <li>▪ Sales Forecasts</li> </ul>	<p>Inventory control Flashback</p> <p>Mind Map the processes of sales forecasting and order forecasting</p> <p>Cyber Marketing: <a href="http://www.nielsen-netratings.com">www.nielsen-netratings.com</a></p> <p>Think Critically Questions</p> <p>Marketing Math</p>	<p>Case Analysis</p> <p>Trend Setters: Paco Underhill</p> <p>Inventory Control and impact on Financial Statements - Critical Analysis</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain legal structures for businesses</li> <li>▪ Describe a business plan</li> <li>▪ Analyze different types of business risks</li> <li>▪ Explain methods to control risks</li> <li>▪ Evaluate the characteristics of a good leader</li> <li>▪ Explain the role of students and professional organizations in marketing</li> </ul>	<p>Which legal structure is best for businesses?</p> <p>*****Insert SBA Entre Skills I</p>	<ul style="list-style-type: none"> <li>▪ Developing a business plan</li> <li>▪ Selecting the structure of a business</li> <li>▪ The Business Plan</li> <li>▪ Business Risks</li> <li>▪ Characteristics of Leadership</li> <li>▪ Professional Organizations</li> </ul>	<p>The latest style: Banana Republic and The Gap</p> <p>Cyber Marketing: DS Retail Technologies</p> <p>Visit <a href="http://www.sba.gov">www.sba.gov</a></p> <p>Who is SCORE?</p> <p>Fashion Flashback: Edna Woolman Chase &amp; FGI</p> <p>Everard's Clothing</p>	<p>Case Analysis</p> <p>Analysis: Professional Organizations</p> <p>WWD</p> <p>Trend Setters: Linda Kuykendall</p>

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Performance Indicators	Essential Questions	Essential Knowledge & Skills	Classroom Ideas	Assessment Ideas
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Identify international marketing opportunities for existing or products and services</li> <li>▪ Describe the four elements of the international marketing mix</li> <li>▪ Analyze international marketing research activities</li> <li>▪ Identify and explain international companies with a strong influence in American culture</li> <li>▪ Explain factors that affect international pricing decisions</li> <li>▪ Compare and Contrast the channels of distribution in Global Marketing vs. Domestic Marketing</li> <li>▪ Discuss and analyze international advertising and promotional campaigns as presented in class</li> </ul>	<p>Marketing in a Global Economy: How can businesses effectively market products internationally?</p>	<ul style="list-style-type: none"> <li>▪ Influences on international marketing activities</li> <li>▪ The Marketing Mix</li> <li>▪ Sources of global product opportunities and international marketing research</li> <li>▪ Factors that affect international pricing and distribution activities</li> <li>▪ International promotional activities</li> <li>▪ Global advertising</li> </ul>	<p>"Think Critically"</p> <p>Jigsaw examples of organizational markets in the community and around the world</p> <p>Search the internet for information about laws in other countries that could restrict marketing activities</p> <p>Create a poster that communicates how the four elements of the marketing mix might need to be adapted in another country</p> <p>Gather information about examples of brands from other countries - how well known are these brands in the US and around the world?</p> <p>"Toothpaste in Liberia!"</p> <p>"Breakdown" the cost of making a pair of sneakers</p> <p>"Mark-up" products using Business Math</p> <p>Mind Map the Channels of Distribution</p> <p>Research exchange rates and apply them</p> <p>Compare prices for products in stores vs. online. Shipping? Taxes? Delivery?</p> <p>Conduct online research about the economic importance of crucial waterways such as: Panama Canal, Suez Canal, Strait of Gibraltar, Strait of Hormuz, and the Strait of Malacca</p>	<p>Case Analysis</p> <p>Create a global marketing plan: 1. Select a product/service 2. Research the product attributes desired in the country where you plan to market 3. Describe pricing actions and distribution channels, and 4. Create advertisements and other promotions</p> <p>Conduct research to determine examples of advertising that have not been appropriate when used in another country - NOVA - means NO GO in Spanish!</p> <p>Evaluate the messages, intended audience, and effectiveness of an international promotional ad on the web.</p>

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<p>Performance Indicators - <b>EntreSkills I</b></p>	<p>Essential Questions</p>	<p>Essential Knowledge &amp; Skills</p>	<p>Classroom Ideas</p>	<p>Assessment Ideas</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain and analyze the characteristics of entrepreneurship</li> <li>▪ Create a rubric to evaluate and analyze advertisements</li> <li>▪ Develop a business plan, with a small group, using the concepts and applications from class</li> <li>▪ Calculate and estimate profits and losses for a business</li> <li>▪ Analyze and evaluate the business plan to forecast sales, expenses, and earnings</li> </ul>	<p>Do I have what it takes to be an Entrepreneur?</p>	<ul style="list-style-type: none"> <li>▪ Characteristics of an Entrepreneur</li> <li>▪ Deciding what type of business to start</li> <li>▪ Creating your business strategy</li> <li>▪ The law and you</li> <li>▪ The Marketing Mix for Entrepreneurship</li> <li>▪ Effective Management</li> <li>▪ The People Side of Business</li> <li>▪ Financial Statements</li> <li>▪ Sources of Funding</li> <li>▪ Building your own business plan</li> </ul>	<p>Are Entrepreneurs born or made? Explain your reasoning</p> <p>Chick-fil-A Case Analysis</p> <p>Using SONY PlayStation, write an essay explaining how they used past, present, and future to create a winning product</p> <p>Find Health Code Regulations that a local coffee shop would have to follow</p> <p>Examine ads and rate them</p> <p>Case Analysis - Business Expansion and location</p> <p>Create a list of components needed in an employee handbook for a coffee shop</p> <p>Spreadsheet w/link - calculating in business</p> <p>Personal finance statement from <a href="http://www.sba.gov">www.sba.gov</a></p>	<p>Case Analysis</p> <p>Cooperative Learning Project in small groups - Formulating and Implementing a Business Plan for a "Virtual" company.</p>

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<b>Performance Indicators - Ch. 11 &amp; 12</b>	<b>Essential Questions</b>	<b>Essential Knowledge &amp; Skills</b>	<b>Classroom Ideas</b>	<b>Assessment Ideas</b>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Explain legislation that impacts the fashion industry</li> <li>▪ List requirements of laws governing apparel labeling</li> <li>▪ Identify areas of garment labor abuse</li> <li>▪ Explain the role of labor unions in the fashion industry</li> <li>▪ Analyze fashion counterfeiting and piracy issues</li> <li>▪ Explain ethical issues pertaining to business conduct in the fashion industry</li> </ul>	<p>How do laws affect the marketing industry?</p>	<ul style="list-style-type: none"> <li>▪ Legislation</li> <li>▪ Labels</li> <li>▪ Workers' Rights</li> <li>▪ Child Labor</li> <li>▪ Unions</li> <li>▪ Negotiations</li> <li>▪ Piracy</li> <li>▪ Marketing Ethics</li> <li>▪ Ethical Behavior</li> </ul>	<p>Fashion Flashbacks: Antitrust Laws</p> <p>Cyber Marketing: Textile Industry Affairs</p> <p>Converse Sneakers</p> <p>Sweatshops</p> <p>Movie: Norma Rae</p> <p>Research: <a href="http://www.ilo.org">www.ilo.org</a> - child labor concerns</p> <p>Trend Setters: Harley I. Lewin</p>	<p>American Apparel - Think Critically</p> <p>Requirements on apparel labels - Analysis</p> <p>Union of Needle Trades, Industrial and Textile Employees (UNITE)</p> <p>Analysis - Fashion Marketing Ethics</p>
<ul style="list-style-type: none"> <li>▪ Work collaboratively with other students to problem solve and analyze cases</li> <li>▪ Describe businesses related to the fashion industry</li> <li>▪ Describe careers in fashion marketing</li> <li>▪ Explain how to prepare for a career in the fashion industry</li> <li>▪ Demonstrate how to locate job information on the Internet</li> </ul>	<p>What types of careers are available in the fashion marketing industry?</p>	<ul style="list-style-type: none"> <li>▪ Trend forecasters</li> <li>▪ Fashion producers and publishers</li> <li>▪ Retail and Distribution</li> <li>▪ Careers in Fashion</li> <li>▪ Networking</li> <li>▪ Finding and Keeping a Fashion Career</li> </ul>	<p>Why are fashion magazines popular with consumers?</p> <p>Research Wal-Mart and CEO H. Lee Scott @ <a href="http://www.icsc.org">www.icsc.org</a></p> <p>Fashion Flashback: Designer Ann Lowe</p> <p>Cyber Marketing</p> <p>Trend Setters: Teri Agins</p>	<p>Think Critically: Moja Design &amp; Kellwood Manufacturing</p> <p>Research available trade shows and seminars</p> <p>Marketing Math</p> <p>Cover Letters/Resumes for fashion marketing jobs</p>

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## Learning Standards for Career Development and Occupational Studies

### Standard 1: Career Development

Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.

### Standard 2: Integrated Learning

Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.

### Standard 3a: Universal Foundation Skills

Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.

### Standard 3b: Career Majors

Students who choose a career major will acquire the career-specific technical knowledge/skills necessary to progress toward gainful employment, career advancement, and success in postsecondary programs.