



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Fashion Marketing
COURSE: Advanced Fashion
UNIT 10: Advertising in Fashion



INTRODUCTION

Annotation:

Advertising plays a monumental role in the fashion industry. In this unit, students will identify various types of current advertisements and how they are implemented to reach an identified target market.

Grade(s):

x	9 th
x	10 th
x	11 th
x	12 th

Time: 8 50 minute periods.

Author: Revised by Meghan Hatcher

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-AFM-10. Students will evaluate the effects of advertising in the fashion industry.

- a. Determine how advertising is used to promote the sale of fashion.
- b. Discuss the differences in product advertising at the national and local level.
- c. Describe the different types of broadcast media used in fashion marketing (i.e., television and radio).
- d. Discuss the different types of electronic media related to fashion marketing (i.e., online media and specialty media such as iPods).
- e. Evaluate the cost of advertising for a specific medium.

GPS Academic Standards:

SCSh3. Students will identify and investigate problems scientifically.



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will be able to evaluate the effects of advertising on the fashion industry.

Essential Questions:

- Where are some common places you see fashion being advertised?

Knowledge from this Unit:

- Types of advertising
- Advertising costs
- National vs. Local Advertising

Skills from this Unit:

- Student will select a retailer and create examples for 6 pieces of their advertisements.
- Students will also be able to identify changing trends in the fashion advertising arena in regards to electronic media and relationship marketing such as Myspace and Facebook.



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☒ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☒ Unit test
- ☒ Group project
- ☒ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
 - ☒ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☐ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☒ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☒ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☒ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☒ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment Title:

Media Project

Assessment Description/Directions/Differentiated Instruction:

Students will take an in depth look at how different retailers advertise using differing media. Students will locate 6 current advertisements for a chosen retailer and then create a visual in the form of a graphic organizer to present findings to the class. Ample time should be spent on research and creation of advertisements. All work should be computer generated and have a professional quality.

Attachments for Assessments:

Advertising Media Project (you will need to create your own rubric depending your specifications)



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
MKT-AFM-10. Students will evaluate the effects of advertising in the fashion industry.
 - a. Determine how advertising is used to promote the sale of fashion.
 - b. Discuss the differences in product advertising at the national and local level.
 - c. Describe the different types of broadcast media used in fashion marketing (i.e., television and radio).
 - d. Discuss the different types of electronic media related to fashion marketing (i.e., online media and specialty media such as iPods).
 - e. Evaluate the cost of advertising for a specific medium.*SCSh3. Students will identify and investigate problems scientifically.*
2. Review Essential Questions.
 - Where are some common places you see fashion being advertised?
3. Identify and review the unit vocabulary.
4. Advertising in Fashion PowerPoint
5. Fashion Advertising PowerPoint
6. Advertising MEDIA PROJECT
 - This may take up to 5 class day and 1 to 2 days for presentations.

Notes & Reflections:

The project in this unit is a great way for your advanced fashion students to showcase their creativity. Color, design, and creativity should all be integrated into their projects. This also makes for great displays for marketing your program.



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Attachments for Culminating Performance Task:



UNIT RESOURCES

Web Resources:

Attachment(s):

Materials & Equipment:

Craft materials will be used for students to create examples of advertisements. Some may be 3D.

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software
<input type="checkbox"/>	Interactive Whiteboard
<input type="checkbox"/>	Student Response System
<input type="checkbox"/>	Web Design Software
<input type="checkbox"/>	Animation Software
<input type="checkbox"/>	Email

<input type="checkbox"/>	Graphing Software
<input type="checkbox"/>	Calculator
<input checked="" type="checkbox"/>	Desktop Publishing
<input type="checkbox"/>	Blog
<input type="checkbox"/>	Wiki
<input checked="" type="checkbox"/>	Website

<input type="checkbox"/>	Audio File(s)
<input checked="" type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Video
<input type="checkbox"/>	Electronic Game or Puzzle Maker