



# GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

## MARKETING SALES AND SERVICE

**PATHWAY:** Fashion Marketing  
**COURSE:** Advanced Fashion  
**UNIT 11:** Promotion in Fashion



## INTRODUCTION

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### Annotation:

This unit features a review of the basic components of the promotional mix and how they are used in the fashion industry. Students will also complete a culminating task which involves planning a thorough fashion promotion.

### Grade(s):

x	9 <sup>th</sup>
x	10 <sup>th</sup>
x	11 <sup>th</sup>
x	12 <sup>th</sup>

**Time:** 16 50 minute class meetings

**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

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### GPS Focus Standards:

#### **MKT-AFM-11. Students will create a fashion promotion plan.**

- a. Identify types of special promotions used in the fashion industry.
- b. Define public relations and explain how it is used to support promotional campaigns.
- c. Target a market for a fashion promotion.
- d. Prepare a promotional calendar of events for a given line of fashion merchandise.
- e. Design a special event/display using apparel and accessories (i.e., back-to-school, a high school prom, etc.).

### GPS Academic Standards:

*ELA12W3. The student uses research and technology to support writing.*

*ELA12LSV1. The student participates in student-to-teacher, student-to-student, and group verbal interactions.*

*ELA12LSV2. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning, and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.*



## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

- Students will understand the important roles that promotion plays in the industry and also the many portals used in order to reach different target markets.
- Students will be able to recognize and evaluate certain tactics in which companies are targeting them.

### Essential Questions:

- What types of promotion do your favorite places to shop utilize? Give specific examples.

### Knowledge from this Unit:

- 5 pieces of the promotional mix
- Promotional Calendar
- Target Marketing

### Skills from this Unit:

- Student will create a promotional campaign aimed at a defined target market.
- Students will be able to compare various promotion schedules and contrast why certain retailers may use different ones.



## ASSESSMENT(S)

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### 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(s) Title:

### Assessment Description/Directions/Differentiated Instruction:

### Attachments for Assessment(s):



## LEARNING EXPERIENCES

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### Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.  
**MKT-AFM-11. Students will create a fashion promotion plan.**

- a. Identify types of special promotions used in the fashion industry.
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- c. Target a market for a fashion promotion.
- d. Prepare a promotional calendar of events for a given line of fashion merchandise.
- e. Design a special event/display using apparel and accessories (i.e., back-to-school, a high school prom, etc.).

*ELA12W3. The student uses research and technology to support writing.*

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2. Review Essential Questions.

- What types of promotion do your favorite places to shop utilize? Give specific examples.

3. Identify and review the unit vocabulary.

4. Promoting Fashion through events PowerPoint and note guide

5. Fashion Marketing-Promotion

6. Fashion Merchandising Promotion Plan

(this cumulative project can be expected to take 1 to 2 weeks depending on time allotted.)

### Notes & Reflections:

The performance task for this unit is aligned with the DECA event Fashion Promotion Plan. This unit is an excellent opportunity to allow students to compete in the fashion area.



## CULMINATING PERFORMANCE TASK

### Culminating Unit Performance Task Title:

Fashion Merchandising Promotion Plan

### Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students will be completing an in-depth promotion plan for a fashion retailer of their choice. Groups should contain no more than three students. Have students complete a paper and display promotion tri-fold to be presented to the class (and a panel of judges if you wish for outside feedback). This is an excellent opportunity for your advanced students to showcase their hard work in a semester project.

### Attachments for Culminating Performance Task:

Fashion Merchandising Promotion Plan



## UNIT RESOURCES

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### Web Resources:

[www.deca.org](http://www.deca.org)

### Materials & Equipment:

Students will need various materials to complete the merchandising project. Read over requirements and then provide materials that are suitable for your program.

### What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input checked="" type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input checked="" type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		