



# GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

## MARKETING SALES AND SERVICE

**PATHWAY:** Fashion Marketing  
**COURSE:** Advanced Fashion  
**UNIT 3:** Laws Impacting the Fashion Industry



## INTRODUCTION

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**Annotation:**

This unit covers important laws that affect the fashion industry and consumers. Through student lead research, groups will present different laws to the class. There is also an introductory presentation which emphasizes the importance of having laws regulating the fashion industry.

**Grade(s):**

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

**Time:** 7 50 minutes 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-3 Students will identify major laws that regulate and/or impact the fashion industry.

- a. Describe laws that protect consumers (i.e., product labeling and product safety).
- b. Describe laws that regulate the fashion industry (i.e., the Federal Trade Commission, price fixing, and the Sherman Antitrust Act).

### **GPS Academic Standards:**

*SSEF5. The student will describe the roles of government in a market economy.*

### **National / Local Standards / Industry / ISTE:**



## UNDERSTANDINGS & GOALS

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### **Enduring Understandings:**

- Students should begin to grasp a connection between government enacted laws as they relate to the fashion industry.
- They will understand the regulations involved with designing and creating fashion as well as in the retail industry.

### **Essential Questions:**

- How do people get away with selling “knock off” brand purses?

### **Knowledge from this Unit:**

- Legislature related to consumers, pricing, etc.
- How these laws affect the fashion industry today.

### **Skills from this Unit:**

- Student will be able to take a piece of legislature and find specific examples of how it has affected the fashion industry.
- The student will also be able to consider alternatives for maintaining these laws and consequences of not doing so.



## 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:

Students will be creating their own assessment per assigned piece of legislature.

### Assessment(s) Description/Directions:

### 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-3 Students will identify major laws that regulate and/or impact the fashion industry.

- a. Describe laws that protect consumers (i.e., product labeling and product safety).
- b. Describe laws that regulate the fashion industry (i.e., the Federal Trade Commission, price fixing, and the Sherman Antitrust Act).

*SSEF5. The student will describe the roles of government in a market economy.*

2. Review Essential Questions.
  - How do people get away with selling “knock off” brand purses?
3. Identify and review the unit vocabulary.

#### **DAY 1**

4. Class discussion on why regulation is needed in the fashion market as well as the consumer marketplace.
5. Fashion Business in Today's World
6. Current event. Have students find a recent event that has either affected or taken place as a result of regulations on the fashion industry.

#### **DAY 2**

7. Assign Laws of the Fashion Industry. This is an individual assignment. Students should create a presentation to teach the class about their assigned law. Another idea would be to have each group create quiz to give to students to reinforce important concepts.

#### **DAY 3-5**

8. Project work time

#### **DAY 6**

9. Presentations

#### **DAY 7**

10. Quiz

### **Attachments for Learning Experiences:**

Fashion Business in Today's World  
Laws of the Fashion Industry

### **Notes & Reflections:**

It will be beneficial to brush up on what is currently going on with some of these laws. They are always changing with new ones being added so it never hurts to stay up to speed.



## CULMINATING PERFORMANCE TASK

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### Culminating Unit Performance Task Title:

Laws of the fashion industry

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

Assigning this as an individual task allows for more pieces of legislature to be covered. Give students a law and ask them to research that law and its relation to and impact on the fashion industry. Being that this is an advanced class, presentations should be interactive and use document publishing programs. Each law will submit a quiz question that all together will make up the final unit quiz.

### Attachments for Culminating Performance Task:

Laws of the fashion industry



## UNIT RESOURCES

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### Web Resources:

### Attachment(s):

### Materials & Equipment:

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

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input type="checkbox"/>	Desktop Publishing	<input 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 type="checkbox"/>	Website		