GEORGIA | PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Fashion Marketing

COURSE: Advanced Fashion

UNIT 5: Fashion Market Centers

INTRODUCTION

Annotation:

Fashion centers, fashion capitals, wholesale buying, fashion markets, buyer-vendor relationships, and other components of the fashion market will be covered in this unit. Through exciting research presentations and class discussion, students will gain an overall understanding of merchandising decision making.

Grade(s):

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

Time: 20 hours

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-5. Students will differentiate various market centers and relate their importance to merchandising decisions.

   a. Explain the role of fashion market centers (i.e., AmericasMart in Atlanta).
   b. Identify international fashion market centers.
   c. Compare the advantages and disadvantages of using different buying venues such as trade shows, showrooms, and sales representatives.
   d. Summarize the major activities that take place during market week.
   e. Explain the sales process at market centers.
   f. Describe the responsibilities of a retail buyer at a market center.
   g. Describe critical components of effective buyer-vendor relationships.
   h. Summarize buyers' strategies for merchandise selection.
   i. Analyze the components of an order placed at a market center.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
MC2P4. Students will make connections among mathematical ideas and to other disciplines.

UNDERSTANDINGS & GOALS

Enduring Understandings:
- Student will gain a working knowledge of the activities that take place during market week.
- Student will develop understanding of the importance of buyer-vendor relationships.

Essential Questions:
- What is the significance of fashion designers introducing their concepts during certain times and in certain locations?
- What are the different advantages of using differing venues?

Knowledge from this Unit:
- Location of the world's fashion centers
- Buying venues
- Regional fashion
- Fashion market centers
- Responsibility of a retail buyer at market

✅ ASSESSMENT(S)

Assessment Method Type:

	Pre-test
x	Objective assessment - multiple-choice, true- false, etc.

    __ Quizzes/Tests
    _x_ Unit test

x	Group project
x	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

x	Subjective assessment/Informal observations

    _x_ 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

x	Dialogue and Discussion

    __ Student/teacher conferences
    _x_ Partner and small group discussions
    __ Whole group discussions
    __ Interaction with/feedback from community members/speakers and business partners

x	Constructed Responses

    __ Chart good reading/writing/listening/speaking habits
    _x_ Application of skills to real-life situations/scenarios
    Post-test

Assessment(s) Title:

Fashion Capital Map Quiz

Assessment(s) Description/Directions:

The written assessment for this unit will be blank map of the world where students will have to fill in and locate the fashion capitals. Students should have completed the quiz as a worksheet earlier in the unit.

Attachments for Assessment(s):
Fashion Capital Map (QUIZ)
Fashion Capital Map Answer Key

LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
   MKT-AFM_5. Students will differentiate various market centers and relate their importance to merchandising decisions.
   a. Explain the role of fashion market centers (i.e., AmericasMart in Atlanta).
   b. Identify international fashion market centers.
   c. Compare the advantages and disadvantages of using different buying venues such as trade shows, showrooms, and sales representatives.
   d. Summarize the major activities that take place during market week.
   e. Explain the sales process at market centers.
   f. Describe the responsibilities of a retail buyer at a market center.
   g. Describe critical components of effective buyer-vendor relationships.
   h. Summarize buyers' strategies for merchandise selection.
   i. Analyze the components of an order placed at a market center.
   ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
   MC2P4. Students will make connections among mathematical ideas and to other disciplines.

2. Review Essential Questions.
   - What is the significance of fashion designers introducing their concepts during certain times and in certain locations?
   - What are the different advantages of using differing venues?

3. Identify and review the unit vocabulary.

4. Buying Centers PowerPoint and Note Guide and Vocabulary Key

5. Design and Buying Centers PowerPoint and Note Guide which includes vocabulary list.

6. Fashion Design and Buying Centers Jeopardy

7. Global Fashion Capital Info

8. Fashion Capital Worksheet

9. Fashion Capital Map practice quiz (use quiz attachment)

10. Fashion Capitol Guru Project (2-3 days then present)

11. Fashion Capital Map (QUIZ)

12. Wholesale Apparel Marketing PowerPoint

13. Special Event Fashion Show (if your program puts on a fashion show, this would be a good   place to plan it)

Attachments for Learning Experiences:

AmericasMart Fieldtrip Pre-activity worksheet
Buying Centers PowerPoint and Note Guide and Vocab Key
Design and Buying Centers PP and Note Guide
Fashion Design and Buying Centers Jeopardy
Global Fashion Capital Info
Fashion Capital Worksheet
Fashion Capital Map practice quiz/quiz
Fashion Capital Map Answer Key
Fashion Capitol Guru Project
Wholesale Apparel Marketing PowerPoint
Special Event Fashion Show
Fashion Capital Worksheet

Notes & Reflections:
This is an ideal unit to include a field trip to the AmericasMart in Atlanta if you are able. They will give tours for fashion classes that provide spectacular insight for students learning the ins and outs of the fashion buying world.

CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

Fashion Capitol Guru Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Student will take on the role of a well traveled fashion researcher. Each group will be assigned the task of preparing an insightful presentation on 1 of the 5 fashion capitals. There is no rubric attached for this project so you will need to set the basis for evaluation guidelines before assigning the project.

Attachments for Culminating Performance Task:

Fashion Capitol Guru Project

UNIT RESOURCES

Web Resources:

www.americasmart.com

Attachment(s):

Materials & Equipment:

PowerPoint, Internet, magazines, books, etc

What 21st Century Technology was used in this unit:

x	Slide Show Software		Graphing Software		Audio File(s)
x	Interactive Whiteboard		Calculator	x	Graphic Organizer
	Student Response System		Desktop Publishing	x	Image File(s)
	Web Design Software		Blog		Video
	Animation Software		Wiki		Electronic Game or Puzzle Maker
	Email	x	Website		