



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Fashion Marketing
COURSE: Advanced Fashion
UNIT 9: Visual Merchandising



INTRODUCTION

Annotation:

Students will work through a simulation of stations allowing them to create actual displays and implement the visual merchandising techniques that will be learned in this unit.

Grade(s):

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

Time: 11 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-9. Students will develop visual merchandising and presentations.

- a. Explain the importance of visual merchandising to consumer behavior and business profits.
- b. Identify elements that influence store layouts.
- c. Identify types of fixtures.
- d. Explain the use of technology in visual merchandising.
- e. Construct an interior display and a window display.
- f. Contrast merchandising techniques and store layouts used by various types of retailers such as boutiques, department stores, big box stores, and discount/jobbers.

GPS Academic Standards:

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



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Student will grasp understanding of the impact that visual merchandising plays in marketing
- Student will understand the difference between visual merchandising techniques and why certain retailers may use one over the other

Essential Questions:

- What makes a storefront appealing?

Knowledge from this Unit:

- Different types of displays, fixtures, and floor plans
- Visual merchandising as a marketing effort
- Window schemes and signage

Skills from this Unit:

- Student will be able to create window displays, floor plans, signage, and décor for a retail entity.
- Student will be able to apply a visual merchandising calendar.



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:

Assessment(s) Description/Directions:

Attachments for Assessment(s):



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
 - MKT-AFM-9. Students will develop visual merchandising and presentations.**
 - a. Explain the importance of visual merchandising to consumer behavior and business profits.
 - b. Identify elements that influence store layouts.
 - c. Identify types of fixtures.
 - d. Explain the use of technology in visual merchandising.
 - e. Construct an interior display and a window display.

f. Contrast merchandising techniques and store layouts used by various types of retailers such as boutiques, department stores, big box stores, and discount/jobbers.

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

2. Review Essential Questions.
 - What makes a storefront appealing?
3. Identify and review the unit vocabulary.
4. Visual Merchandising Article
5. Intro - Visual Merchandising PowerPoint
6. Visual Merchandising 1 PowerPoint
7. Visual Merchandising 2 PowerPoint
8. Visual Merchandising 3 PowerPoint
9. Floor Plan Notes- Have students find examples of each of the types of floor plans.
(Sample DECA role play)
10. Visual Marketing Centers Activity (4 days)

Attachments for Learning Experiences:

Fixture Experience Worksheet and Answers
graph paper
Truth & Myth game board
Truth & Myth answers
Truth & Myth statements
Merchandise and Fixture Placement

Notes & Reflections:

Be sure and look over learning centers and fit for you schedule and classroom. Also check website access.



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:

www.ddimagazine.com

Materials & Equipment:

Powerpoint, Internet, paper, glue, magazines, boxes, colors, etc.

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 checked="" type="checkbox"/>	Calculator	<input checked="" type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" 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 checked="" type="checkbox"/>	Website		