

## General Course Information

<b>Course Name: Fashion Merchandising</b>	
Department: Family and Consumer Science	Grade Level(s) 9-12
Duration/Credits: 1 semester/ .5 credit	Prerequisites: none
BOE Approval Date:	Course Code: H4555
<b>Course Description:</b>	
Fashion Merchandising teaches the concepts of entry-level business and fashion fundamentals. Topics include the business functions of the fashion industry, including basic fashion concepts and marketing terminology, careers in the clothing and textile industry, fashion cycles and the history of fashion. Students will also examine trending textiles, designers, the design process, and visual merchandising. There will be no clothing construction in this course.	
<b>Course Rationale:</b>	
This course introduces students to careers in the fashion industry and making effective choices as a consumer in the apparel market place. Design and merchandising are growing career fields.	
<b>Course Objectives:</b>	
The student will participate in the Family Career and Community Leaders of America program, including community service projects.	
The student will recognize basic fashion concepts and terminology.	
The student will research and examine the basics of fashion merchandising. (A+ Research)	
The student will read about and analyze career paths within textiles, apparel, and fashion industries. (A+ Reading)	
The student will discuss and analyze the psychology and the-social role of clothing choices. (A+ Speaking and Listening)	
The student will write about the historical significance of clothing and create a timeline to track fashion trends and fads. (A+ Writing)	

The student will evaluate textiles, fashion, and apparel products and materials.

The student will analyze forms of fashion retail and promotion.

The student will demonstrate professional operational practices required for business profitability and career success.

**Standards Alignment:**

List standard set(s) to which course has been aligned  
[National Association of State Administrators of FAS](#)