

TOWNSHIP OF UNION PUBLIC SCHOOLS



Fashion Marketing
June 2021

Mission Statement

The mission of the Township of Union Public Schools is to build on the foundations of honesty, excellence, integrity, strong family, and community partnerships. We promote a supportive learning environment where every student is challenged, inspired, empowered, and respected as diverse learners. Through cultivation of students' intellectual curiosity, skills and knowledge, our students can achieve academically and socially, and contribute as responsible and productive citizens of our global community.

Philosophy Statement

The Township of Union Public School District, as a societal agency, reflects democratic ideals and concepts through its educational practices. It is the belief of the Board of Education that a primary function of the Township of Union Public School System is to formulate a learning climate conducive to the needs of all students in general, providing therein for individual differences. The school operates as a partner with the home and community.

Course Description

During this course of study students will examine Fashion Marketing. Marketing is the tool that has allowed this country's economy to be one of the most successful in the world. The fashion industry is an important part of our modern economy. Consumers spend millions of dollars each year on clothing and related accessories. In addition, the fashion industry has many career opportunities.

Students will learn the basic functions of marketing and how these functions are applied to fashion and their daily lives. Students will explore various forms of promotion in detail and end the course with an in depth training of how to create a flawless resume, research for a career, interview and preserve a job. Students will develop their research, presentation and communication skills. Providing real life skills in this class prepares students to be productive and successful citizens of this community. Student interest is maintained through creative use of fashion industry examples, cases, and topical headlines.

Curriculum Units/Pacing Guide

Unit # / Title	Number of Days
Unit 1: Marketing in the Fashion Industry	45
Unit 2: Promotion & Buying in the Fashion Industry	55
Unit 3: Print & Broadcast Media Advertising	55

Unit Standards Overview

Overview	Unit Skills Focus	Content-Specific Practices (when applicable)
<p>Unit 1 Marketing in the Fashion Industry</p>	<ul style="list-style-type: none"> • Examine the basic concepts of fashion marketing. • Outline the seven key marketing functions. • Interpret the stages of the fashion cycle. • Evaluate fashion product mix. • Recommend how product/service management relates to a defined customer. • Interpret trends in fashion marketing. • Recommend emerging technology to reach target markets. • Predict bases of segmenting target markets. • Create ways to collect marketing information. 	<ul style="list-style-type: none"> • Annotations and close reading activities • Classroom Discussions, Socratic seminars, and Debates • Analysis of graphic organizers and notes • Annotated Timelines • Teacher and student led PowerPoint Presentations • Class Trips to applicable historical sites/monuments • Definitions of key terms and concepts • Individual/Group Presentations • Document Based Question analysis and essays

	<ul style="list-style-type: none">• Expound the development of fashion products.• Explain the channels of distribution.• Explain fashion pricing.• Differentiate among the categories of price ranges used in fashion marketing.• Explain the components of the promotional mix.• Explain the interdependence of selling and promotion.	<ul style="list-style-type: none">• Written responses to queries• Summary and Analysis of Videos/Documentaries/Films• Summary and analysis of guest speakers
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<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p> www.nrf.com www.nyfw.com www.ralphlauren.com www.bloomberg.com/video/game-changers/ www.zara.com www.nicolemiller.com www.teenvogue.com www.bbb.org www.ftc.gov www.fcc.gov www.gilvy.com www.bbdo.com www.saatchi.com www.cengage.com </p>	
<p>Unit 2 Promotion & Buying in the Fashion Industry</p>	<ul style="list-style-type: none"> ● Identify and explain the components of the promotional mix. ● Evaluate fashion advertising. ● Create a special event for promotion. ● Develop ways to obtain publicity through special events. ● Explain the keys to being a successful salesperson. ● Perform the steps in making a sale. ● Evaluate retail fashion mall and store layout. ● Validate why the customer is key to store planning. ● Create an effective visual merchandising display. ● Justify the use of nice fixtures, signs, and lighting in fashion displays. ● Explain the role of the buyer in retailing. ● Outline the process of selecting and merchandising apparel and accessories for retail. ● Explain the three psychological levels of an individual's action. ● Develop an ad with the psychological steps used in good advertisements. 	

	<ul style="list-style-type: none"> • Interpret the major elements of a printed or electronic advertisement. • Create and evaluate an advertising layout. • Assess the objectives of retail advertising. 	
<p>Suggested Resources <i>Provide links to specific resources/activities</i></p>	<p> www.nrf.com www.nyfw.com www.ralphlauren.com www.bloomberg.com/video/game-changers/ www.zara.com www.nicolemiller.com www.teenvogue.com www.bbb.org www.ftc.gov www.ftc.gov www.fcc.gov www.ogilvy.com www.bbdo.com www.saatchi.com www.cengage.com </p>	
<p>Unit 3 Print & Broadcast Media Advertising</p>	<ul style="list-style-type: none"> • Differentiate the different advertising classifications that are used in the fashion industry. • Discuss the relationship among the participants in fashion advertising. • Explain the benefits of a campaign. • Evaluate the agencies involved and the methods used in advertising regulation. • Provide an overview of the various promotional tools used by the components of the fashion industry. • Explore career opportunities in fashion advertising and promotion. 	

- Explain the various advantages and disadvantages of magazine advertising.
- Evaluate the various types of magazines used by fashion advertisers.
- Describe the costs of magazine advertising.
- Differentiate between consumer magazines and those that are classified as trade or business-to-business publications.
- Assess the importance of television and radio to the various participants in the fashion industry.
- Discuss the advantages and disadvantages of the broadcast media for fashion advertising.
- Explain the use of rating methods and how they affect the cost of television usage by advertisers.
- Differentiate between network and local television advertising.
- Distinguish between network and local radio.

<p>Unit 4 Preparing for a Career</p>	<p>Suggested Resources <i>Provide links to specific resources/activities</i></p> <ul style="list-style-type: none"> • www.nfl.com • www.nyfw.com • www.ralphlauren.com • www.bloomberg.com/video/game-changers/ • www.zara.com • www.nicolenmiller.com • www.teenvogue.com • www.bbb.org • www.fcc.gov • www.fcc.gov • www.ogilvy.com • www.bbdo.com • www.saatchi.com • www.cengage.com <ul style="list-style-type: none"> • Research job sites for a job. • Complete a job application without any errors. • Develop a resume without any errors. • Perform a role-play for a job interview. • Formulate a thank you letter after a job interview. 	
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<p>Suggested Resources Provide links to specific resources/activities</p>	<p>www.nrf.com www.nyfw.com www.ralphlauren.com www.bloomberg.com/video/game-changers/ www.zara.com www.nicolemiller.com www.teenvogue.com www.bbb.org www.ftc.gov www.fcc.gov www.ogilvy.com www.bbdo.com www.saatchi.com www.cengage.com</p>	
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Curricular Units

Unit I: Marketing in the Fashion Industry

Critical Knowledge & Skills (“Unpacked” Standards)	Content-Specific Practices	Standard Mastery Examples (The Student will be able to:)
<p>How does the fashion industry impact the economy? What value does marketing offer? How does marketing impact our daily lives?</p>	<p>Annotations and close reading activities Classroom Discussions and Debates Analysis of graphic organizers and notes Teacher and student led PowerPoint Presentations Definitions of key terms and concepts Individual/Group Presentations</p>	<p>Create a chart of the fashion cycle and determine how external factors impact the cycle (both economic and social). Produce a visual of a collection.</p>

<p>Why is it necessary to use different strategies to reach various audiences?</p> <p>How has technology changed the fashion industry and what will be different in the future?</p> <p>How do consumer trends impact marketing decisions?</p>	<p>Written responses to queries</p> <p>Summary and Analysis of Videos / Documentaries / Films</p> <p>Summary and analysis of guest speakers</p> <p>Annotations and close reading activities</p> <p>Classroom Discussions and Debates</p> <p>Analysis of graphic organizers and notes</p> <p>Teacher and student led PowerPoint Presentations</p> <p>Definitions of key terms and concepts</p> <p>Individual/Group Presentations</p> <p>Written responses to queries</p> <p>Summary and Analysis of Videos / Documentaries / Films</p> <p>Summary and analysis of guest speakers</p>	<p>Develop a Pep-Rally T-shirt and determine the decisions made for each element of the marketing mix.</p> <p>Create a survey to collect information, analyze the information, and type a report with recommendations based on the analysis.</p> <p>Evaluate the elements of promotional mix and illustrate their understanding through a mind map.</p>
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Unit 1 Assessment Plan		
Formative Assessment		
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <p>Group Discussions, Graphic Organizers, Class Participation, Exit Tickets, Study guides,</p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	
Summative Assessment		
<p>Tests, Quizzes, Projects</p>		

Unit 1 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL)	Special Education / 504	Gifted and Talented
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>		
<p>a. Read written instructions/Google translate</p> <p>b. Students may be provided with note organizers/ study guides to reinforce key topics.</p> <p>c. Model and provide examples</p> <p>d. Extended time on assessments when needed.</p> <p>e. Establish a non-verbal cue to redirect students when not on task.</p>	<p>a. Students may be provided with note organizers / study guides to reinforce key topics.</p> <p>b. Extended time on assessments when needed.</p> <p>c. Preferred seating to be determined by student and teacher.</p> <p>d. Provide modified assessments when necessary.</p>	<p>a. Use of Higher Level Questioning Techniques</p> <p>b. Extension/Challenge Questions</p> <p>c. Provide Assessments at a Higher Level of Thinking</p> <p>d. Enrichment Activities</p>

Unit 1 Connections	
<p style="text-align: center;">NJSLS - Technology</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the NJ Technology Standards</p> <p>8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.</p> <p>8.1.12.A.2: Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.</p> <p>8.1.12.A.3: Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.</p> <p>8.1.12.A.4: Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p> <p>8.1.12.A.5: Create a report from a relational database consisting of at least two tables and describe the process, and explain the report results.</p> <p>8.1.12.B.2: Apply previous content knowledge by creating and piloting a digital learning game or tutorial.</p> <p>8.1.12.C.1: Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.</p>	<p style="text-align: center;">Career Readiness Practices</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the NJ Career Readiness Practices</p> <p>CRP1. Act as a responsible and contributing citizen and employee.</p> <p>CRP2. Apply appropriate academic and technical skills.</p> <p>CRP3. Attend to personal health and financial well-being.</p> <p>CRP4. Communicate clearly and effectively and with reason.</p> <p>CRP5. Consider the environmental, social and economic impacts of decisions.</p> <p>CRP6. Demonstrate creativity and innovation.</p> <p>CRP7. Employ valid and reliable research strategies.</p> <p>CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP9. Model integrity, ethical leadership and effective management.</p> <p>CRP10. Plan education and career paths aligned to personal goals.</p> <p>CRP11. Use technology to enhance productivity.</p> <p>CRP12. Work productively in teams while using cultural global competence.</p>
<p style="text-align: center;">21st Century Skills</p> <p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the 21st Century Life and Skills</p>	<p style="text-align: center;">Interdisciplinary Connections</p> <p><i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/ etc.</i> Refer to the NJ Student Learning Standards</p>

<p>9.1 Personal Financial Literacy</p> <p>9.2 Career Awareness, Exploration, and Preparation</p> <p>9.3 Career and Technical Education</p> <p>9.4 Life Literacies & Key Skills</p>	<p>Content Workplace Readiness Skills/Standards as directed by the New Jersey Student Learning Standards are infused into the curriculum.</p> <p>English: Written reports & projects</p>
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Unit 2: Promotion & Buying in the Fashion Industry

<p>Critical Knowledge & Skills (“Unpacked” Standards)</p>	<p>Content-Specific Practices (when applicable)</p>	<p>Standard Mastery Examples <i>When possible, provide links to specific samples/ documents/ assignments, etc.</i></p>
<p>How do various promotional techniques evoke different responses from a target market?</p> <p>What are the short and long term impacts of positive and negative publicity for a company?</p>	<p>Annotations and close reading activities</p> <p>Classroom Discussions and Debates</p> <p>Analysis of graphic organizers and notes</p> <p>Teacher and student led PowerPoint Presentations</p>	<p>Create a special event for a retail store that would attract people the same age as their parents/guardians.</p>

<p>How can the sales process be used for relationship marketing?</p>	<p>Definitions of key terms and concepts Individual/Group Presentations Written responses to queries Summary and Analysis of Videos/Documentaries/Films Summary and analysis of guest speakers</p>	<p>Develop a mall layout and directory based on the concepts learned about the modern shopper. Create a window display that attracts the correct audience and educates them on the products.</p>
<p>How do lifestyle and a customer's shopping habits impact mall and store design and sound business decisions? What are the characteristics of a successful retail buyer? How are psychological concepts used to create more effective advertising?</p>	<p>Annotations and close reading activities Classroom Discussions and Debates Analysis of graphic organizers and notes Teacher and student led PowerPoint Presentations Definitions of key terms and concepts Individual/Group Presentations Written responses to queries Summary and Analysis of Videos/Documentaries/Films Summary and analysis of guest speakers</p>	<p>Develop a multi-level promotional plan for a retail store. Produce a print advertisement that incorporates all five elements and the psychological steps of a successful ad.</p>

Unit 2 Assessment Plan	
<p>Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	<p>Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>
<p>Group Discussions, Graphic Organizers, Class Participation, Exit Tickets, Study guides,</p>	<p>Tests, Quizzes, Projects</p>

Unit 2 Suggested Modifications/Accommodations/Extension Activities	
<p>English Language Learners (ELL) <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	<p>Special Education / 504 <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>
<p>Gifted and Talented <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	

<ul style="list-style-type: none"> a. Read written instructions b. Students may be provided with note organizers/study guides to reinforce key topics. c. Model and provide examples d. Extended time on assessments when needed. 	<ul style="list-style-type: none"> a. Students may be provided with note organizers / study guides to reinforce key topics. b. Extended time on assessments when needed. c. Preferred seating to be determined by student and teacher. d. Provide modified assessments when necessary. 	<ul style="list-style-type: none"> a. Use of Higher Level Questioning Techniques b. Extension/Challenge Questions c. Provide Assessments at a Higher Level of Thinking d. Enrichment Activities
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Unit 2 Connections		
NISLS - Technology	Career Readiness Practices	
<i>When possible, provide links to specific samples/ documents/ assignments/ etc. Refer to the NJ Technology Standards</i>	<i>When possible, provide links to specific samples/ documents/ assignments/ etc. Refer to the NJ Career Readiness Practices</i>	
<p>8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.</p>	<p>CRP1. Act as a responsible and contributing citizen and employee. CRP2. Apply appropriate academic and technical skills. CRP3. Attend to personal health and financial well-being. CRP4. Communicate clearly and effectively and with reason. CRP5. Consider the environmental, social and economic impacts of decisions. CRP6. Demonstrate creativity and innovation. CRP7. Employ valid and reliable research strategies. CRP8. Utilize critical thinking to make sense of problems and persevere in solving them. CRP9. Model integrity, ethical leadership and effective management. CRP10. Plan education and career paths aligned to personal goals. CRP11. Use technology to enhance productivity. CRP12. Work productively in teams while using cultural global competence.</p>	
<p>8.1.12.A.2: Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.</p>		
<p>8.1.12.A.3: Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.</p>		
<p>8.1.12.A.4: Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p>		
<p>8.1.12.A.5: Create a report from a relational database consisting of at least two tables and describe the process, and explain the report results.</p>		
<p>8.1.12.B.2: Apply previous content knowledge by creating and piloting a digital learning game or tutorial.</p>		
<p>8.1.12.C.1: Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online</p>		

<p>community.</p> <p>21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the <u>21st Century Life and Skills</u></p>	<p>Interdisciplinary Connections <i>When possible, provide links to specific ELA/ Math/ Sci/ SS standards as well as samples/ documents/ assignments/ etc.</i> Refer to the <u>NJ Student Learning Standards</u></p>
<p>9.1 Personal Financial Literacy</p> <p>9.2 Career Awareness, Exploration, and Preparation</p> <p>9.3 Career and Technical Education</p> <p>9.4 Life Literacies & Key Skills</p>	<p>Content Workplace Readiness Skills/Standards as directed by the New Jersey Student Learning Standards are infused into the curriculum.</p> <p>English: Written reports & projects</p>

Unit 3: Print & Broadcast Media Advertising

Critical Knowledge & Skills ("Unpacked" Standards)	Content-Specific Practices	Standard Mastery Examples <i>(The Student will be able to:)</i>
How are print and broadcast media evolving from previous decades?	Annotations and close reading activities Classroom Discussions and Debates Analysis of graphic organizers and notes	Create a promotional piece for a particular target market and present it to the class.

<p>What are the benefits of the various types of ads used by companies?</p> <p>What role does each of the segments in the fashion industry play in reaching their target market?</p>	<p>Teacher and student led PowerPoint Presentations</p> <p>Definitions of key terms and concepts</p> <p>Individual/Group Presentations</p> <p>Written responses to queries</p> <p>Summary and Analysis of Videos/Documentaries/Films</p> <p>Summary and analysis of guest speakers</p>	<p>Research and clearly identify five types of magazine advertisements with an explanation of the market they are trying to attract.</p>
<p>How does the government impact advertising and media practices? What benefits and disadvantages does this offer consumers?</p> <p>How does a magazine or network impact a company's advertising decisions?</p>	<p>Annotations and close reading activities</p> <p>Classroom Discussions and Debates</p> <p>Analysis of graphic organizers and notes</p> <p>Teacher and student led PowerPoint Presentations</p> <p>Definitions of key terms and concepts</p> <p>Individual/Group Presentations</p> <p>Written responses to queries</p> <p>Summary and Analysis of Videos/Documentaries/Films</p> <p>Summary and analysis of guest speakers</p>	<p>Develop a new magazine concept for a specific audience, create the cover and present it to the class.</p> <p>Produce a T.V. commercial for a product and determine what arrangement would be best to reach the target market. Present the commercial to the class.</p>

Unit 3 Assessment Plan

Formative Assessment		Summative Assessment
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <p>Group Discussions, Graphic Organizers, Class Participation, Exit Tickets, Study guides,</p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <p>Tests, Quizzes, Projects</p>

Unit 3 Suggested Modifications/Accommodations/Extension Activities

English Language Learners (ELL)	Special Education / 504	Gifted and Talented
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p>

<p>a. Read written instructions/Google translate b. Students may be provided with note organizers/ study guides to reinforce key topics. c. Model and provide examples d. Extended time on assessments when needed. e. Establish a non-verbal cue to redirect students when not on task.</p>	<p>a. Students may be provided with note organizers / study guides to reinforce key topics. b. Extended time on assessments when needed. c. Preferred seating to be determined by student and teacher. d. Provide modified assessments when necessary.</p>	<p>a. Use of Higher Level Questioning Techniques b. Extension/Challenge Questions c. Provide Assessments at a Higher Level of Thinking d. Enrichment Activities</p>
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Unit 3 Connections		
<p>NJSLS - Technology <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the <u>NJ Technology Standards</u></p>	<p>Career Readiness Practices <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the <u>NJ Career Readiness Practices</u></p>	
<p>8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.</p> <p>8.1.12.A.2: Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.</p> <p>8.1.12.A.3: Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.</p> <p>8.1.12.A.4: Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p> <p>8.1.12.A.5: Create a report from a relational database consisting of at least two tables and describe the process, and explain the report results.</p> <p>8.1.12.B.2: Apply previous content knowledge by creating and piloting a digital learning game or tutorial.</p> <p>8.1.12.C.1: Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.</p>	<p>CRP1. Act as a responsible and contributing citizen and employee. CRP2. Apply appropriate academic and technical skills. CRP3. Attend to personal health and financial well-being. CRP4. Communicate clearly and effectively and with reason. CRP5. Consider the environmental, social and economic impacts of decisions. CRP6. Demonstrate creativity and innovation. CRP7. Employ valid and reliable research strategies. CRP8. Utilize critical thinking to make sense of problems and persevere in solving them. CRP9. Model integrity, ethical leadership and effective management. CRP10. Plan education and career paths aligned to personal goals. CRP11. Use technology to enhance productivity. CRP12. Work productively in teams while using cultural global competence.</p>	

<p>21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/ etc. Refer to the 21st Century Life and Skills</i></p>	<p>Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/ etc. Refer to the NJ Student Learning Standards</i></p>
<p>9.1 Personal Financial Literacy</p> <p>9.2 Career Awareness, Exploration, and Preparation</p> <p>9.3 Career and Technical Education</p> <p>9.4 Life Literacies & Key Skills</p>	<p>Content Workplace Readiness Skills/Standards as directed by the New Jersey Student Learning Standards are infused into the curriculum.</p> <p>English: Written reports & projects</p>

Unit 4: Preparing for a Career

<p>Critical Knowledge & Skills <i>("Unpacked" Standards)</i></p>	<p>Content-Specific Practices</p>	<p>Standard Mastery Examples <i>(The Student will be able to)</i></p>

<p>What career opportunities are available in fashion marketing?</p> <p>What are the effective steps to take to explore career options?</p> <p>What are the resources available to find a job?</p>	<p>Annotations and close reading activities Classroom Discussions and Debates Analysis of graphic organizers and notes Teacher and student led PowerPoint Presentations Definitions of key terms and concepts Individual/Group Presentations Written responses to queries Summary and Analysis of Videos/Documentaries/Films Summary and analysis of guest speakers</p>	<p>Research job sites for a job. Complete a job application without any errors. Develop a resume without any errors.</p>
<p>What is necessary when interviewing for any career or job?</p> <p>How do you prepare a perfect resume?</p>	<p>Annotations and close reading activities Classroom Discussions and Debates Analysis of graphic organizers and notes Teacher and student led PowerPoint Presentations Definitions of key terms and concepts Individual/Group Presentations Written responses to queries Summary and Analysis of Videos/Documentaries/Films Summary and analysis of guest speakers</p>	<p>Perform a role-play for a job interview. Formulate a thank you letter after a job interview.</p>

Unit 4 Assessment Plan	
<p>Formative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <p>Group Discussions, Graphic Organizers, Class Participation, Exit Tickets, Study guides.</p>	<p>Summative Assessment <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <p>Tests, Quizzes, Projects</p>

Unit 4 Suggested Modifications/Accommodations/Extension Activities		
English Language Learners (ELL)	Special Education / 504	Gifted and Talented
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <ol style="list-style-type: none"> Read written instructions/Google translate Students may be provided with note organizers/study guides to reinforce key topics. Model and provide examples Extended time on assessments when needed. Establish a non-verbal cue to redirect student when not on task. 	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <ol style="list-style-type: none"> Students may be provided with note organizers / study guides to reinforce key topics. Extended time on assessments when needed. Preferred seating to be determined by student and teacher. Provide modified assessments when necessary. 	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i></p> <ol style="list-style-type: none"> Use of Higher Level Questioning Techniques Extension/Challenge Questions Provide Assessments at a Higher Level of Thinking Enrichment Activities

Unit 4 Connections	
NJSLS - Technology	Career Readiness Practices
<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc. Refer to the NJ Technology Standards</i></p> <p>8.1.12.A.1: Create a personal digital portfolio which reflects personal and academic interests, achievements, and career aspirations by using a variety of digital tools and resources.</p> <p>8.1.12.A.2: Produce and edit a multi-page digital document for a commercial or professional audience and present it to peers and/or professionals in that related area for review.</p> <p>8.1.12.A.3: Collaborate in online courses, learning communities, social networks or virtual worlds to discuss a resolution to a problem or issue.</p> <p>8.1.12.A.4: Construct a spreadsheet workbook with multiple worksheets, rename tabs to reflect the data on the worksheet, and use mathematical or logical functions, charts and data from all worksheets to convey the results.</p> <p>8.1.12.A.5: Create a report from a relational database consisting of at least two tables and describe the process, and explain the report results.</p> <p>8.1.12.B.2: Apply previous content knowledge by creating and piloting a digital learning game or tutorial.</p>	<p><i>When possible, provide links to specific samples/ documents/ assignments/ etc. Refer to the NJ Career Readiness Practices</i></p> <p>CRP1. Act as a responsible and contributing citizen and employee.</p> <p>CRP2. Apply appropriate academic and technical skills.</p> <p>CRP3. Attend to personal health and financial well-being.</p> <p>CRP4. Communicate clearly and effectively and with reason.</p> <p>CRP5. Consider the environmental, social and economic impacts of decisions.</p> <p>CRP6. Demonstrate creativity and innovation.</p> <p>CRP7. Employ valid and reliable research strategies.</p> <p>CRP8. Utilize critical thinking to make sense of problems and persevere in solving them.</p> <p>CRP9. Model integrity, ethical leadership and effective management.</p> <p>CRP10. Plan education and career paths aligned to personal goals.</p> <p>CRP11. Use technology to enhance productivity.</p> <p>CRP12. Work productively in teams while using cultural global competence.</p>

<p>8.1.12.C.1: Develop an innovative solution to a real world problem or issue in collaboration with peers and experts, and present ideas for feedback through social media or in an online community.</p>	<p>21st Century Skills <i>When possible, provide links to specific samples/ documents/ assignments/ etc.</i> Refer to the 21st Century Life and Skills</p>		<p>Interdisciplinary Connections <i>When possible, provide links to specific ELA/Math/Sci/SS standards as well as samples/ documents/ assignments/ etc.</i> Refer to the NJ Student Learning Standards</p>
<p>9.1 Personal Financial Literacy</p> <p>9.2 Career Awareness, Exploration, and Preparation</p> <p>9.3 Career and Technical Education</p> <p>9.4 Life Literacies & Key Skills</p>	<p>Content Workplace Readiness Skills/Standards as directed by the New Jersey Student Learning Standards are infused into the curriculum.</p> <p>English: Written reports & projects</p>		