



**FOREST LAKE AREA SCHOOLS
FOREST LAKE, MN 55025**

January 6, 2011

AGENDA ITEM: 12.7

TOPIC: FIRST READING OF RETAILING FASHION!

BACKGROUND: In the fall of 2010, curriculum discussions led to a .5 credit increase in the science requirement at 7th grade. This increase will take effect in fall of 2011. With the increase in 7th grade science, discussions around elective offerings at the Jr. High level led to the decision to offer 2 credits of elective choice for all 7th and 8th grade students, beginning in the fall of 2011. Elective departments have worked throughout the fall of 2010 to update current offerings or create new course offerings in elective areas. Some offerings will be tailored to mixed groups of 7th and 8th grade students, while some offerings will be offered to grade level students at either grades 7, 8 or 9.

PROCESS: Through discussion around elective choice at the jr. high level, the Business department has created a computer lab-based Fashion Retailing/Merchandising class where students learn business and marketing concepts based around buying, promoting and selling as experiences in the fashion industry. This course would benefit students in the following ways:

1. Students will begin their understanding of what business entails and how businesses function.
2. Students will solve real-world problems that occur in school and the workplace.
3. Students will learn essential computer skills necessary for success in the high school and post-secondary environments.
4. Students will acquire life and work skills from their engagement with the Microsoft Office Suite.

RECOMMENDATION: First reading of a proposal to offer a new 9th grade elective, "Retailing Fashion!" for 2011-12 school year.



FOREST LAKE AREA SCHOOLS

Inspire the Learner, Ignite the Potential

Course Title: Retailing Fashion!

Course Number:

Grade Level: 9

Credit Hours: 0.5

Course Description:

Do you often spend your Saturdays sifting through magazines for the latest retro styles? Are your friends always asking if they can borrow your chic shoes and funky accessories? If so, take a walk down the fashion runway in this class. You will quickly discover that behind the glamorous displays in boutiques and department stores is the creative work of a fashion merchandising guru. In this class you will learn how these business professionals make important decisions that can sail or fail a retail clothing store like Hollister, Zumiez, or Abercrombie and Fitch. With a unique blend of fashion sense and business savvy, fashion merchandisers help store owners decide what products to stock, how to display them to shoppers, and how to quickly sell them. Essentially, you will learn about the buying, promoting, and selling of fashion items, from clothing and jewelry to cosmetics and furniture. You'll have lots of opportunities to express your passion for fashion through exciting computer-based projects including the final project where you will take part in producing a fashion show. The result? Graduate as a savoir-faire business professional with your finger on the pulse of the fashion retailing world.

Prerequisite:

None

Articulated Agreements / College Credit(if applicable):

N/A

Alignment with Minnesota Academic Standards or national/state contest standards:

Standards taken from the National Standards for Business Education, National Business Education Association, 2007.

I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

III. Industry Analysis

Achievement Standard: Analyze a business organization's competitive position within the industry.

IV. Technology and Information Management

Achievement Standard: Utilize information and technology tools to conduct business effectively and efficiently.

Standards taken from the National Educational Technology Standards for Students (NETS), International Society for Technology in Education, 2005.

1. Technology productivity tools- Students use technology tools to enhance learning, increase productivity, and promote creativity.
2. Technology problem solving and decision-making tools- Students employ technology in the development of strategies for solving problems in the real world.

Specific Course Learner Outcomes:

Course Outline with Pacing:

Additional Information: