



# HS-Fashion I

## Lesson: #1-April 6th

**Learning Target:** Students will comprehend the effect of marketing tactics on consumer fashion choices

# How to do bellwork and assignments:

- Create a google doc for Fashion
- Title it with your full name and the name of the class with a VL in front for Virtual Learning
- Each day, put that day's date and lesson on a new page of the same doc
- Under the date, have two sections:
  - Bellwork
  - Assignment

**An example is on the next slide.**

# Example Google Doc

Melissa Montesano-VL Fashion ☆ 📁

File Edit View Insert Format Tools Add-ons Help [All changes saved in Drive](#)

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1 2 3 4 5 6

Lesson #1-Monday, April 6th

Bellwork:

Assignment

# Instructions

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**Unit:** Marketing & Merchandising

## **Bellwork/Warm Up:**

1. Where is your favorite place to shop for clothing and why?
2. Go to their website and reflect on the way they lay out their pictures and advertisements in your Google Doc. How were they trying to sell things?

**Objective: Standard:** 16.5.1

**Activity:** Bought It, Got It, Want It

# Example Bell Work/Warm Up

## Lesson #1-Monday, April 6th

### Bellwork:

1. My favorite place to shop is Kohl's because they have a lot of variety in clothing options and they are reasonably priced.
2. When I visited the website, I noticed right away that they had a banner that said 'Make Spring Cleaning a Breeze' with a picture of a vacuum. They sell some appliances and cleaning products so they were taking advantage of the season and that everyone is stuck inside right now so may have extra time to clean.

# Bought It, Got It, Want It

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## Activity:

1. Activity: Open the attached document and answer the questions on the Google Doc you just made. You may copy and paste them. Reflect on your own fashion choices and how they relate to marketing tactics that we have learned about previously in class.

[Bought It, Got It, Want It](#)

# Additional Resources/Practice

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- [Make your own Video Ads](#)
- [Practice building a website for a Fashion Store](#)