



HS-Fashion II

Lesson: #1-April 6th

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



How to do bellwork and assignments:



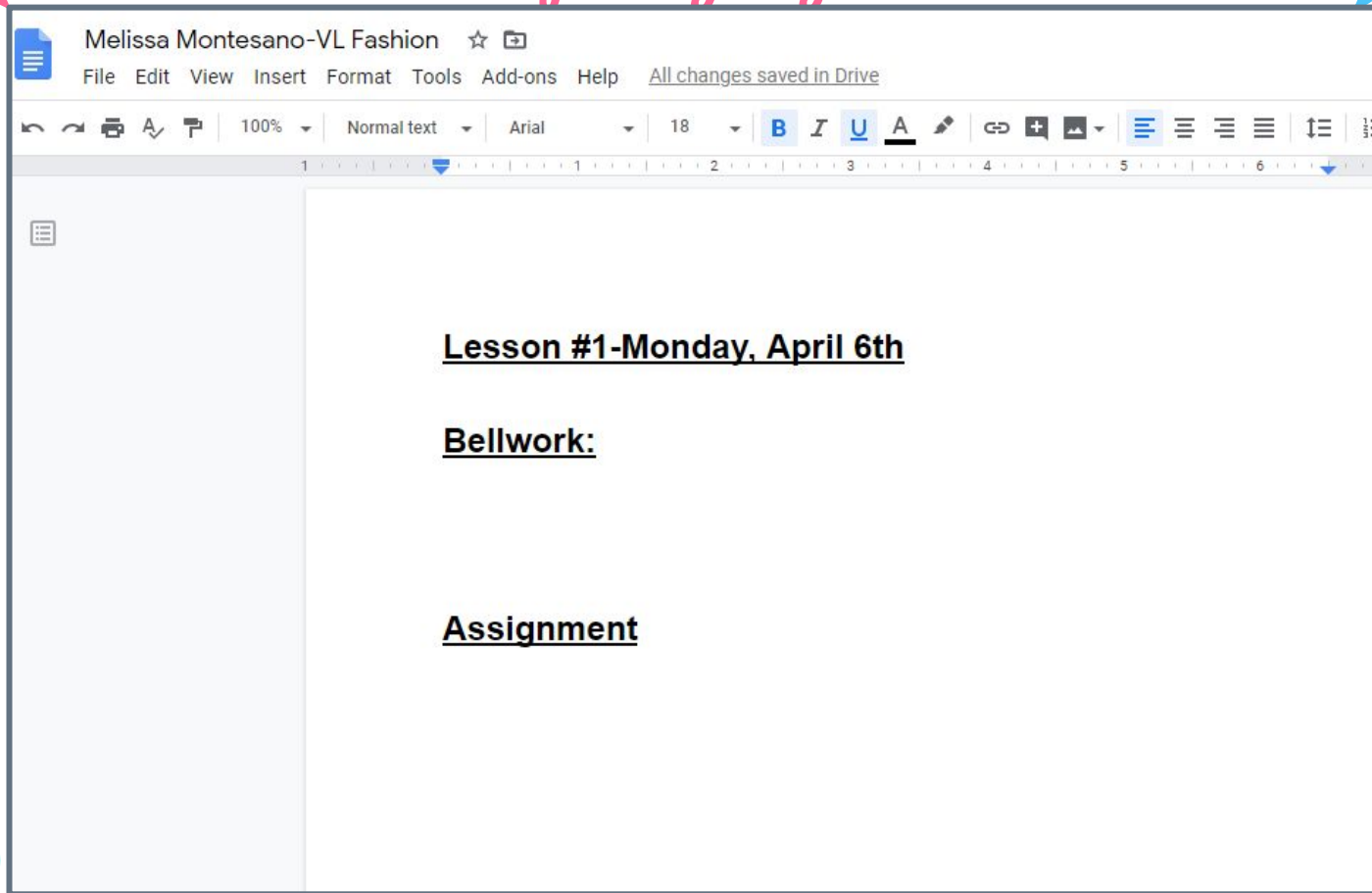
- Create a google doc for Fashion
- Title it with your full name and the name of the class with a VL in front for Virtual Learning
- Each day, put that day's date and lesson on a new page of the same doc
- Under the date, have two sections:
 - Bellwork
 - Assignment



An example is on the next slide.



Example Google Doc





Instructions



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

Instructions: See next slides



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



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



- ★ Make your own Video Ads
- ★ Practice building a website for a Fashion Store

