

Fashion Marketing / Advertising



Prerequisite: None

Course: 1515CT & 1711CT **Credits:** 1 **Length:** 18 weeks **Placement:** 9-12

Course Description

Do you like to shop? Are you creative? Do you love fashion?

Did you know that:

- Over 4 million people in the U.S. are employed in the fashion industry.
- The U.S. is the largest importer of garments in the world.
- Fashion week in New York City generates approximately \$20 million into the country's economy.

If these facts interest you, come learn more about the fashion industry in our Fashion Marketing course! This course focuses on the integration of the fashion marketing concepts, practices and applications, and facilitates the development of a marketing/merchandising plan. Through a case study approach, students analyze opportunities regarding merchandise positioning, brand imagery, targeting and segmentation of apparel and other fashion products.

Are you creative and like to create products to sell?

Did you know that:

- The average revenue for an Advertising Agency in the U.S. is \$48 billion a year.
- The total number of people employed by the Advertising Industry in the U.S. is 462,300.

If these facts interest you and you are creative, then you should enroll in Advertising and Sales Communication. Come learn about the endless possibilities for careers in the advertising and marketing industries.

Fashion Marketing and Advertising must be taken together.

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Texas DECA Site

