Consumer Strategies

Summary
Students will identify consumer influences: culture, economic, media, advertising, technology, and purchasing influences.

Main Core Tie
Fashion Design Studio
Strand 4 Standard 1

Additional Core Ties
Fashion Design Studio
Strand 4 Standard 2
Fashion Design Studio
Strand 4 Standard 3

Time Frame
3 class periods of 90 minutes each

Materials
Look in the lesson plans for the worksheets, handouts, and materials list.

Background for Teachers
Basic knowledge of consumer strategies with fashion.

Student Prior Knowledge
General knowledge of consumerism and clothing.

Intended Learning Outcomes
Students will identify consumer strategies associated with fashion. Identify consumer influences, purchasing options, and decisions.

Instructional Procedures
Follow the lesson plans as outlined in the attachments.
Day 1: Consumer influences, and purchasing.
Day 2: Comparison Shopping activity.
Day 3: Advertisements and Test.

Strategies for Diverse Learners
Pair students together.

Extensions
Students can use www.polyvore.com to create an outfit within a budget.

Assessment Plan
A quiz will be used at the end of the lesson plan. See the attachment for the quiz and key.
Bibliography

Brand Power (passed around the FACS Listserve).
Kimberly Thomas (PPT Consumerism).

Authors

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