



Buying, Selling, Profits

Grade Level: High School
 Lesson Plan Timeframe: 3 Class Periods
Program Topic: Merchandising and Advertising
State: AR
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Chapter/School: Concord Public School

Overview & Purpose	FCCLA National Program(s)
Students will examine both sides of clothing market, from consumer perspective as well as business owner.	Financial Fitness

Lesson Plan Goals & Objectives (Specify skills/information that will be learned.)	List factors to consider in clothing selection List shopping alternatives Explain how advertising influences consumer choices
Materials Needed	<ul style="list-style-type: none"> • Paper • Pencil • Calculator • Buying, Selling, Profits Packet (Separate download)
Introduction of Subject (Give and/or demonstrate necessary information)	<ol style="list-style-type: none"> 1. Ask students if they have ever wanted to open a store of their own? Where is their favorite store to shop for clothing? 2. Did they ever wonder how much money the store makes? 3. Today we are going to look at several things that have to do with shopping for clothes.

<p>Activity 1 (Describe the independent activity to reinforce this lesson)</p>	<p>I. Factors to Consider in Clothing Selection</p> <ul style="list-style-type: none"> a) Resources b) Needs and wants c) Personal like and dislikes d) Image you want to project e) Quality of clothing: types of fabric, construction, notions f) Climate where you live <p>II. Shopping Alternatives</p> <ul style="list-style-type: none"> a) Departments stores b) Outlet stores c) Discount stores d) Specialty stores <p>III. How advertising Influences Our Choices</p> <ul style="list-style-type: none"> a) Positive Influences : Information, new technology, better performances b) Negative Influences: Impulsive buying, pressure to “fit in”, plays on emotions
<p>Activity 2 (Describe the independent activity to reinforce this lesson)</p>	<p>Companies spend a lot of money to draw us into their stores. They use all kinds of tactics to get our money.</p> <p>We are going to pretend that we are about to open a new store. Let’s see how well you do as a store owner trying to make a profit!</p> <ul style="list-style-type: none"> • Student will complete the “Buying, Selling, Profit” Project.
<p>Summary/Evaluation (Assign Homework, or Reflect on the Outcomes)</p>	<p>Evaluation of Project: Students must show all math work. Following Steps 1, 2, 3. Completion of floor plan and store name.</p>