



# Buying, Selling, Profits

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

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

<p><b>Activity 1</b> (Describe the independent activity to reinforce this lesson)</p>	<p>I. Factors to Consider in Clothing Selection</p> <ul style="list-style-type: none"> <li>a) Resources</li> <li>b) Needs and wants</li> <li>c) Personal like and dislikes</li> <li>d) Image you want to project</li> <li>e) Quality of clothing: types of fabric, construction, notions</li> <li>f) Climate where you live</li> </ul> <p>II. Shopping Alternatives</p> <ul style="list-style-type: none"> <li>a) Departments stores</li> <li>b) Outlet stores</li> <li>c) Discount stores</li> <li>d) Specialty stores</li> </ul> <p>III. How advertising Influences Our Choices</p> <ul style="list-style-type: none"> <li>a) Positive Influences : Information, new technology, better performances</li> <li>b) Negative Influences: Impulsive buying, pressure to “fit in”, plays on emotions</li> </ul>
<p><b>Activity 2</b> (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><b>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!</b></p> <ul style="list-style-type: none"> <li>• Student will complete the “Buying, Selling, Profit” Project.</li> </ul>
<p><b>Summary/Evaluation</b> (Assign Homework, or Reflect on the Outcomes)</p>	<p><b>Evaluation of Project:</b> Students must show all math work. Following Steps 1, 2, 3. Completion of floor plan and store name.</p>