

**Schedule of On line Activities/Assignments for BUF 3100 – D015:
Trend Forecasting & Social Media - Spring Semester 2020
Instructor: Dr. Robert L. Woods**

This schedule is Subject to change at the discretions and class management needs of the instructor

Please allow Instructor 5-6 hours responding times to and with your emails

Week	Dates	Readings or Resources	Assignment & Requirements	Due Date & Time
One	1/27/20	Introduction Overview of Fashion forecasting What is Forecasting, Directions, Careers	Chapter 1 & 2	
Two	2/3/20	Introduction to Innovation Diffusion of Innovation Characteristics of Innovation The consumer Adoption Process	Chapter 2 Armani Video Runway 2018 (spot the trends & innovations) Assignment: Analysis/Article - Eisenhower bomber jacket to today's trends.	Analysis Due 2.6/20
Three	2/10/20	Fashion Change Agents Influentials, Innovators, & Fashion Leaders Roger's Model of Innovation Bass Model & Modis' Model	Quiz: Chapters 1 & 2 Announced	
Four	2/17/20	Holiday – No Class		
Five	2/24/20	Evolution of a Fashion Trend Consumer Segmentation VALS	Introduction to Fashion Forecasting Project Quiz: Chapters 1 & 2	5/4/20 On line Quiz 1 & 2 2/34/20
Six	3/2/20	Fashion Movement Theories of Fashion Fashion Pendulum, Cycles & Wave Dynamics Cultural Indicators Long-Term/short-Term forecasting	Chapter's 3 & 4 Video: Psychology of Color, Theories, and Applications Topic Submitted and Approved for Final Trend Report Outline & Requirements Submit rough draft of Vals Report	Due 3.2.20 Vals due 2/16/20
Seven	2/9/20	Discussion of Fashion sources for Trends and Innovation	Read Chapter 5 Review: Exam One Chapters 2,3,4, & 5	Online Exam Due: 3/23/20
Eight	2/16/20	No Class- College Closed		
Nine	2./23/20	First On line Class Revised On line Syllabus Review Midterm Exam	Intro to Discussion Board & On line Format. Fashion Eras and World Cultures Chapter 5 Project Outline	Exam On Line

Ten	3/30/20	Textile Development	Color and Textile Forecasting Chapter 9 Discussion Board	Due: 4/1/20 & 4/4/20
Eleven	4/6/20	Design Concepts and Style Directions Inspiration, Theme, and Mood	Read Chapter 10 Forecast Article #2 & 3 Discussion Board	Due 4/8/20 4/12/20
Twelve	4/13/20	Sales Forecasting	Read Chapter 12	
Thirteen	4/20/20	Continued work of Forecast	Exam Two Chapters 6, 7, 8	Exam Two On line Due 4/23/20
Fourteen	4/27/20	Final Forecast Due		4/27/20
Fifteen	5/4/20	Final Exam	Chapters 9, 10, 11, 12	
Sixteen	5/11/20			
Seventeen	5/18/20			