



**NEW YORK CITY COLLEGE OF
TECHNOLOGY THE CITY
UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS**

**INTRODUCTION TO THE FASHION INDUSTRY
FALL 2020**

Introduction to the Fashion Industry (BUF 1101-D105)

Credits: 3 credits/3 hours

Pre-requisites & Co-requisites: MKT 1210 & MKT 1214

Instructor: Prof. Kelly Valladares

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Online/Office Hours: Wednesday 3:00pm – 4:00pm

Online Meeting Date/Time: Mon/Wed 4:00pm – 5:15pm



Required Textbook: Dynamics of Fashion (5th edition), Elaine Stone, Fairchild Publishing, 2018.

Course Description/Overview:

Provides an overview of the fashion business. Students learn the types of fashion enterprises, merchandising practices, internal relationships, line development, and trends of the major sectors in the marketing of fashion products.

Learning Objectives – Course Specific:

- Understand the major segments of the fashion industry, including textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers.
 - Develop an overview of the fashion merchandising process from the raw materials through production and distribution and (into the final phase) the product created for the end user or consumer.
 - Describe the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) into the entire system.
 - Understand the role of technology in 21st century fashion.
 - Understand how business as well as social and cultural trends affect the fashion industry.
 - Understand the global implications of fashion.
 - Develop an overview of the diverse career opportunities available in the fashion industry.
- Analyze how the process of change (including fashion change) affects and is affected by dress across time and cultures.

Learning Objectives – General Education:

- Foster an inquisitive mind that includes perspective taking and the ability to see relations in context.

- Locate, interpret, and critically analyze appropriate resources.
- Derive solutions through processes of communication and negotiation.
- Understand and evaluate value/moral systems in a social structural context that are part of organization, institutions, and cultures.

Student Learning Outcomes – Course Specific:

- Demonstrate knowledge of the primary, secondary, and ancillary levels of the fashion industry and the use of Quick Response in these areas.
- Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.
- Develop knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.
- Illustrate the importance of studying consumer behavior and its impact on merchandising strategies.
- Distinguish the relationship between fashion forecasting and the design and development of collections, lines and private label merchandise.
- Outline the various career opportunities in the fashion industry.

Student Learning Outcomes – General Education:

- Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.
- Develop critical thinking skills that move freely between core business principles and industry specific objectives.
- Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.

Writing Intensive Course (WI)

As BUF 1101 is a writing intensive course, students are expected to:

- 1) Learn how to conduct research using databases;
- 2) Complete in-class and take-home writing assignments;
- 3) Develop the ability to describe and analyze a fashion-related topic (final research paper assignment).

Classroom Guidelines

1. Debate, opinions and participation are welcomed and encouraged! Respect for other classmates is essential.
2. While taking notes on your computer is fine, please do not use your cell phones, tablets, or computer internet/email in class for personal/work use. It is distracting and disrespectful to other students, guest speakers, and me.
3. Please make every effort to be present and on time, out of respect to the class. Consistent tardiness will be addressed as part of overall attendance.

CUNY's Academic Integrity Policy: Academic dishonesty is prohibited in The City University of New York. Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion.

Cheating is the unauthorized use or attempted use of material, information, notes, study aids,

devices or communication during an academic exercise. **Plagiarism** is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list: **Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the Internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full **Academic Integrity Policy** here: http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf

Grading Policy - The final term grade will be based on the following criteria:

1. Research paper 25%
2. Class participation 15% (includes homework assignments online discussions)
3. Midterm Exam 20%
4. Final Exam 20%
5. Quizzes 20%

Students are expected to participate in each class. Please read the college catalog statement on Attendance and Lateness (Spring 2020, p. 29). **Absence/lateness will affect your participation grade.** Although students are graded on academic achievement and performance rather than on attendance per se, there are several online class activities, assignments, and quizzes that are completed and submitted during scheduled class times. These assignments are required and contribute to the final course grade. Failure to join and participate in online class meetings will be equivalent to being absent. Participation will help you understand the subject matter and will be considered when determining your final grade. Just coming to class is NOT participation. Students are required to respond to Discussion Board questions on Blackboard every week in full detail.

Class participation will be graded on:

1. Submission of assignments and in-class work
2. Demonstrated reading of assigned materials
3. Attentive, vocal, and contributory participation
4. Respect for other students' viewpoints
5. Sharing of outside material germane to learnings

Grading System: All grades will be based in proportion to the following scale:

A = 93-100 C+ = 77-79.9
A- = 90-92.9 C = 70-76.9
B+ = 87-89.9 D = 60-69.9
B = 83-86.9 F = 59.9 and below
B- = 80-82.9

Assessment Methods: Quizzes, Research Paper, Midterm, Final Exam, Class Participation.

Course Technology/Resources: Blackboard, OWL, Zoom.

Blackboard: As a City Tech student, it is necessary to become familiar with Blackboard, the online instructional software. In order to learn more about Blackboard, visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students.

O.W.L.: When you want to review references on how to write, the Online Writing Lab (OWL) is a good resource on writing almost anything. It is maintained by Purdue University. **Use it often!** <http://owl.english.pu>

Zoom Video Communications will be used for online class discussions and lectures. Students are not required to pay for this software.

Students are responsible to check their City Tech email and Blackboard announcements on a regular basis.

Expectations:

Students are expected to contribute to the class learning experience by participating in general class discussions. This will require reading the assignments in advance and then actively participating during the class session.

Class Schedule:

Week One:
Welcome! Review syllabus, Self-Introduction of Students
Week Two:
CH 1 “A Century of Fashion” CH 2 “The Nature of Fashion”
CH 3 “The Environment of Fashion”
Week Three:
No classes 9/7
CH 3 “The Environment of Fashion”, Writing Guidelines and Exercises
Week Four:
CH 4 “The Movement of Fashion”
Quiz Review
Week Five:
CH 5 “The Business of Fashion”
Quiz #1
Week Six:
9/29 Monday Schedule, CH 6 “Textiles: Fibers and Fabrics”, CH 7 “Leather and Fur”
Week Seven:

First Draft Due 10/5, Midterm Review, CH 7 “Leather and Fur”,
CH 8 “Product Development”,
Week Eight:
Midterm 10/14
Week Nine:
CH 9 “Women’s Wear” CH 10 “Men’s Wear”
Quiz Review
Week Ten:
Quiz #2, CH 11 “Children’s & Teen Wear”
CH 14 “Beauty”
Week Eleven:
CH 14 “Beauty”, CH 15 “Home Fashions” *Research paper: in-class peer review, writing exercises
Week Twelve:
Second Draft Due , CH 16 “Global Fashion Business”
Week Thirteen:
Quiz #3
Film: Fresh Dressed – streetwear
Week Fourteen:
Final Paper Due 11/23 , CH 17 “Fashion Retailing”
Week Fifteen:
CH 17 “Fashion Retailing”
CH 18 “Careers in Fashion”
Week Sixteen:
Presentations
Week Seventeen:
Review for Final, FINAL EXAM 12/16

DESIGNER TERM PROJECT/PAPER:

The knowledge of the subject area will be evaluated by exams focusing on the following areas: Fashion Terminology, Primary, Secondary and Ancillary Levels of Fashion, Consumer Behavior, Fashion Merchandise Industries, Domestic and International

Fashion, Designing and Manufacturing of Fashion Apparel and Accessories. Class participation will be measured through the use of discussion of assigned readings from related trade publications. The final measurement will be the completion of a term project and presentation. The term project will cover the following areas:

- A. Background of the contemporary designer, education, age, and how he/she got into the business.
- B. The market segment(s) that the designer targets. Discuss the demographics of the designer's customer (age, income, occupation, lifestyle, social class, cultural background, etc.).
- C. Description of the look(s) for which this designer is known. Include pictures and/or sketches. Describe the fabrics/textiles this designer uses in the garments that are sold to the consumer. Where is the merchandise produced?
- D. Describe how the designer promotes the merchandise that he/she manufactures and where it is sold.
- E. Explanation of why this designer is considered an important designer. Here you can include a personal viewpoint and evaluation of the designer's work.

Also to be included:

- Headings between each of the above sections.
- Two or more examples of the designer's apparel design/work – include photos or sketches.
- A photograph of the designer.
- Address of showroom where the designer is most frequently in residence.

* Please note that examples of the designer's work and photograph of the designer are in addition to the 5 page paper. APA format for documentation should be carefully followed.

The final project and presentation is used to assess program outcome “graduates will be able to describe the three segments (primary, secondary, and ancillary) of the fashion industry, and how global competition impacts each segment” and program outcome “graduates will be able to conduct fashion and consumer research (studying market segments, buying motives, cultural, social considerations, and social classes) in order to evaluate the potential consumer market” in the AAS program.