

Department of Business:

Course Outline for MKT 1246

Textiles - 3 Credits/4 Hours a week

Pre-requisites & Co-requisites: MKT 1100 & MKT 1102. Pre-or Co-requisite: ENG 1101.

Required Textbook(s) & Supplemental Material(s): Textiles 11th edition by Kadolph. Publisher: Pearson. Swatch Kit for Kadolph's Textiles 11th edition. Publisher: Pearson/Prentice Hall. Textiles Concepts and Principles by Elasser. Publisher: Fairchild. iTextiles software. Publisher: The Textiles Kit. Additional reading materials include: Women's Wear Daily, available in college library; Any fashion magazine or trade publications.

Course Description/Overview: This course is an introductory survey of today's complex and consistently transforming fashion and textiles business environment. A survey of fashion wholesale and retail environments will be explored to offer students a clear understanding of various textiles types with an emphasis on its interaction with fashion merchandisers, buyers, and retailers.

Learning Objectives - Course Specific:

- Students will have a theoretical and practical understanding of the strategies and techniques of the textile industry.
- Students will learn how to assess and identify assorted textile types including woven
- Students must identify the difference between knitted and woven goods. Students will be exposed to knitted and woven swatches and must distinguish the differences of each fabric category.
- Students must define and explain the difference between branded fibers and generic fibers.
- Students must understand and retain the facts regarding the characteristics of all three natural and manufactured fibers.
- Students must complete the textile swatch book with approximately 188 fabrics.
- Students must understand the differences between natural and manufactured fibers.

Learning Objectives - General Education:

- Understand how business is effected by social and cultural trends
- Understand the global implications of fashion change
- Analyze the elements that affect profit and develop an awareness of the relationship among those elements



- Develop the ability to work in a team environment to solve problem effectively and creatively
 - Develop an overview of the diverse career opportunities available in the fashion industry.

Student Learning Outcomes – Course Specific:

By the end of the course, students will be able to:

- Identify the basic fabric sources of the textile industry both in apparel and in home furnishings including purchasing from foreign importers and domestic converters.
- Determine basic fiber sources, structures, and properties, and identify different fibers by using various testing techniques.
- Evaluate the difference between natural and manufactured fibers through proper research and analysis techniques and with reference to their generic and trade names.
- Evaluate the difference between spun and filament yarns, yarn twist, carded and combed cotton, worsted and woolen, and single and ply yarns.
- Identify the differences between the properties of construction (weaves, knits, and non-wovens) and apply this knowledge to decide the correct end uses for the fabric.
- Evaluate the various textile dyeing, printing, and finishing methods.
- Recognize the scope of the current textile laws, regulations, and trade agreements and its relationship to the industry both domestic and abroad.

Student Learning Outcomes – General Education:

- Value knowledge and learning
- Understand and appreciate the range of academic disciplines and their relationship to the fields of professional and applied study.
- Use the arts, sciences and humanities as a forum for the study of values, ethical principles, and the physical world.
- Communicate in diverse settings and groups, using written (both reading and writing), oral (both speaking and listening), and visual means, and in more than one language.
- Derive meaning from experience, as well as gather information from observation.
- Gather, interpret, evaluate, and apply information discerningly from a variety of sources.

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



College Attendance Policy: A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows:

<u>Class Meets</u>	<u>Allowable Absence(s)</u>
1 time/week	2 classes
2 times/week	3 classes
3 times/week	4 classes

Excessive Absence:

If a student’s class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of “WU” may be assigned. If a student remains officially registered for a course and never attends that course, a final grade of “*WN” will be assigned. If the student withdraws officially from the course, he/she will be assigned a grade in accordance with the existing withdrawal policy of the College.

Grading Policy:

- Test # 1: 20%
- Test # 2: 20%
- Final Exam: 10%
- Swatch book: 20%
- Lab sheets, Assignments, and Attendance 30%

Grading System:

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

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

Assessment Methods:

The following metrics will be used to assess student mastery of the Objectives of the Course:

1. Test # 1: 20% Chapters 1-7
2. Test # 2: 20% Chapters 8-14
3. Final Exam: 10%
4. Swatch book: 20%
5. Lab sheets, Assignments, and Attendance 30%

Course Technology: ITEXTILES online textiles learning and class lectures. Blackboard Technology: All students will be responsible for Blackboard access and participation. SAFEASSIGN Technology for the submission of Final papers.



Class Schedule:

<u>Week</u>	<u>Subject</u>	<u>Text</u>
1.	Introduction to Textiles & Swatch Kit	Ch.1 - 2
2.	Textiles Fibers, Natural and Manufactured Fibers	Ch. 3 - 9
3.	Yarn Processing and Classification	Ch. 10 - 11
4.	Basic Weaves, Practice Weaving Techniques	Ch. 12 - 13
5.	Basic Knitting Terminology	Ch. 14
6.	Other Fabrications, Felting, Crocheting, Lace, Non-Woven	Ch. 15
7.	Textile Finishes	Ch. 16 - 18
8.	Dyeing & Printing Textile Care	Ch.16 - 19
9.	Environmental Concerns	Ch. 16 - 19