



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



INTRODUCTION TO THE FASHION INDUSTRY
FALL 2023

Introduction to the Fashion Industry (BUF 1101- D302)

Credits: 3 credits/3 hours

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

Instructor: Prof. Kelly Valladares

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Student Hours: Tues 12:00pm – 1:00pm via Zoom/Email

Meeting Date/Time: Thurs 8:30am – 11:00am

Class Location: Namm N-1004

Required Textbook: *Dynamics of Fashion* (6th edition), Elaine Stone, Fairchild Publishing, 2023.

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)

BUF 1101 is a writing intensive course; therefore, 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. If you are found to be using your cell phone during class, you will be deducted **2 points** from your final grade each time.

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.

No Late Work Policy:

Assignments and projects are due at the beginning of class as scheduled. A five-minute grace period will be given at the start of class for assignment submissions. **NO LATE work will be accepted.** Assignments delivered to the Faculty Office will *not* be accepted. Should you expect to arrive late due to any traveling dilemmas, you must send an email before the start of class with a proper attachment of the assignment for partial credit.

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 Project 25%
2. Class participation 15% (includes assignments and in-class activities)
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 2019, p. 29). ***Absence/lateness will affect your participation grade.*** However, showing up to class does not equal to class participation. Students are encouraged to engage in class discussions and ask questions throughout the semester.

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
6. Preparation and respect for in-class speakers

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. This means you must get the missed work and you are responsible for getting the material by contacting your peers.

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

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

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

Course Technology/Resources: Blackboard, Purdue OWL, City Tech email

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. You may also contact iTEC via email at itec@citytech.cuny.edu.

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!**

<https://owl.purdue.edu/>

City Tech Email: Students are required to use their City Tech campus email accounts for all forms of communication. If any issues occur that prevent you from obtaining access to your City Tech email account, please contact the Student Help Desk immediately.

Students are responsible for checking 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 8/31: Welcome! Review syllabus, Self-Introduction of Students, CH 1 “A Century of Fashion”

Week Two 9/7: Article Summary, CH 2 “The Nature of Fashion”, CH 3 “The Environment of Fashion”

Week Three 9/14: Quiz #1, CH 4 “The Movement of Fashion” CH 5 “The Economics of Fashion”

Week Four 9/21: CH 6 “Textiles”, CH 7 “Sustainability”,

First Draft Due

Week Five 9/28: Article Summary, Quiz #2, CH 8 “Product Development”, CH 9 “Global Women’s Apparel”

Week Six 10/5: **Midterm Exam Review**, Article Summary, Film: *Fresh Dressed* – streetwear

Week Seven 10/12: **Midterm Exam**

Week Eight 10/19: Peer Review (Bring physical copy of your paper), CH 10 “Men’s Apparel”

Week Nine 10/26: **Second Draft Due**, CH 11 “Children’s & Teen Wear”, CH 12 “Accessories”,

Week Ten 11/2: Quiz #3, In-Class Writing Exercises, CH 13 “Beauty”

Week Eleven 11/9: CH 15 “Fashion Business”, CH 16 “Fashion Retailing”

Week Twelve 11/16: **Final Paper Due**, Quiz #4, CH 17 “Media, Advertising, Promotion, and Merchandising”, CH 18 “Preparing for Your Career in the Fashion Industry”

Week Thirteen 11/30: Presentations

Week Fourteen 12/7: Final Exam Review

Week Fifteen 12/14: **Final Exam**

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. Discuss the impact the designer has in the industry. 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 with proper citations
- A photograph of the designer.
- Address of showroom where the designer is most frequently in residence.

* 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.