



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

## **INTRODUCTION TO THE FASHION INDUSTRY FALL 2019**

**Course:** BUF 1101-D100

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

**Credits:** 3

**Instructor:** Prof. Devon Jackson

**Faculty Office:** N-1025

**Office Hours:** Mon., Wed. 1:00PM - 3:00PM by appointment only

**E-Mail:** DJackson@citytech.cuny.edu

**Meeting Date/Time/Room:**

Mon, Wed 11:30AM - 12:45PM, NAMM N-1001



### **COURSE DESCRIPTION:**

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) in 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:**

- Writing Intensive: This course is designated “Writing Intensive.” You can expect to be writing every week, in class and on the OpenLab. The main goal of writing in this course is to get you to think carefully about the material in a variety of ways. You’ll be wrestling with new and challenging ideas – reading, writing and thinking are three of your best tools for achieving understanding.
- 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.
- Synthesize course learning and writing objectives through a combination of informal and formal writing assignments throughout the semester.

### **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 analysis.

### **REQUIRED TEXTBOOK:**

*Dynamics of Fashion 4th Edition*, by Stone. Publisher: Fairchild.

### **COURSE TECHNOLOGY:**

-Blackboard and SafeAssign

## **COURSE POLICIES & PROCEDURES:**

### **ATTENDANCE/ PARTICIPATION**

Class attendance is expected. **TWO or more absences and/or excessive lateness/ or leaving early (2 late class arrivals equals 1 absence,) can reduce participation grade, attendance is participation.** Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

**Should a student be absent more than three days of a semester course, one must bring in documentation of the day and time of absence on official letterhead the very next class session otherwise excused absence is not valid.**

Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless recognized by CUNY-City Tech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (*this includes job interviews and medical appointments*).

**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 to get the material by contacting your peers.***

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. *When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.*

## **PARTICIPATION:**

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Just coming to class is NOT participation.

*Participation involves:*

- **Active Learning.** Taking notes, asking questions, participating in class discussions, engaging in the instructional process, and through individual and group activities.
- **Attending class regularly.** If you aren't here, you can't learn.

## **STUDENT CONDUCT POLICY:**

**Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated.** Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by **any** electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. *Do not attempt to discuss grades before, during or after class hours.* Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

## **ELECTRONIC DEVICES:**

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wristwatch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **If you are found to be using your cell phone during class, you will be deducted 2 points from your final grade each time.** If you are expecting a life and death announcement from an immediate family member brother/sister/parent/spouse/child — please notify me before class of that situation.

## **ACADEMIC INTEGRITY POLICY:**

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at City Tech. City Tech is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

**All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code**

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

*"Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.*

### **INFORMATION (TECHNOLOGY) LITERACY STATEMENT**

*Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs. This skill will be reflected in your research papers.*

### **ASSIGNMENTS/ PRESENTATIONS/NO LATE WORK POLICY:**

-Assignments and projects are due at the beginning of class as scheduled.

-Any work turned in after attendance has been called **will have one letter grade deducted.**

- **NO LATE work will be accepted after the end of the class session.**

-Assignments placed under the professor's door will **not be accepted.**

-Written work must be **word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font.** All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

-On presentation days all students are expected to arrive at class with all needed materials **on time. Failure to do so will result in a reduction in the student's or group's grade.**

-If a student or group fails to be present or prepared to present during their designated slot, **they will not be given credit for the presentation.**

- On midterm and exam days all students are expected to be in class on time, prepared to take the test. Students who arrive after the start of the exam will not be given additional time to complete the test, and will have points deducted from the exam grade.

### **GRADES:**

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments on or before the due date. **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.**

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 600. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. Excessive absence/lateness can affect grade average.

Participation	60 points
Homework/Freewrite	40 points
4 Quizzes (25 each)	100 points
Designer Report	200 points
Midterm Exam	100 points
<u>Final Exam</u>	<u>100 points</u>
	600 points

### **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- = 80-82.9  
C+= 77-79.9  
C = 70-76.9  
D = 60-69.9  
F = 59.9 and below

## SCHEDULE OF TOPICS

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

*\*Note: readings listed are tentative, and may be changed based on specific course focus.\**

Aug. 27, 29	Fundamentals of Fashion What is fashion?	Chapter 1
Sept. 5, 6	Misconceptions of Fashion Fashion Through the Past 100+ Years	Chapter 1
Sept. 12, 17	Environmental Demands on Fashion	Chapter 2
Sept 24, 26	Fashion Change Diffusion of Innovation Video: Diana Vreeland	Chapter 3, 4
Oct. 1 Oct. 3	<b>Writing Activities</b> Scope of the fashion Industry Retailing Formats	Chapter 9, 10
Oct. 10, 15	<b>Midterm Review/ Examination</b>	

Oct. 17, 22, 24, 29	Materials/Textiles for Apparel	Chapter 5, 6, 7
	Textile Fibers	
	Textile Production	
	Leather / Fur Industries	
	Video: Textiles & Leather Production	
Oct. 31, Nov 5	Making of Sweatshops	
	<b>Select Designer for Final Project</b>	
	<b>Discussion of media literacy</b>	
Nov. 7	Library research for <b>Designer Term Paper</b> Developing an Apparel line	Chapter 13, 14
	Product & Design Development	
Nov. 12, 14	Retailing in a Global Marketplace	Chapter 16, 17
	Global Sourcing and Merchandising	
Nov. 19, 21	History of Retailing	Chapter 18, 19
Nov. 21	<b>Designer Term Paper Draft Due</b> <b>In-class Peer Review</b>	
Nov. 26, 28, Dec. 3,5, 10	<b><u>Term Projects Due</u> at beginning of class</b> <b>Presentation of Designer</b> Review for Final Exam	
Dec. 19	<b>Final Exam</b>	

**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 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 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.

This paper is to be presented orally, and presentation should be approximately 10 minutes in length.

**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 (study-**

**ing market segments, buying motives, cultural, social considerations, and social classes) in order to evaluate the potential consumer market” in the AAS program.**

**BIBLIOGRAPHY:**

- Bell, Judith A. *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. New York: Fairchild Publications, 2001. (GMT/ MDL/ NYC/ 667.068 BEL)
- Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion* . 2<sup>nd</sup> Ed. Detroit: St. James Press, 2002. (BGN/ GMT/ MDL/ NYC/ NWK/ WST/ REF 746.9 CON)
- Black, Sandy, ed. *Fashioning Fabrics: Contemporary Textiles in Fashion*. London, Black Dog, 2006. (WST 746.92 FAS)
- Braddock, Sarah and Marie O’Mahony. *Techno Textiles 2*, rev. ed. London: Thames & Hudson, 2005. (GMT 677.0283 BRA)
- Elsasser, Virginia H. *Textiles: Concepts and Principles*, 2<sup>nd</sup> ed. New York: Fairchild, 2005. (GMT 677 ELS)
- Gale, Colin. *Fashion and Textiles: An Overview*. New York: Berg, 2004. (GMT/MDL 746.9 GAL, NYC/NWK 338.4 GAL)
- Gigi Ekstrom, Margaret. *Fashion Marketing*. New York: McGraw Hill/Glencoe, 2006. (MDL 687.068 EKS)
- Goworek, Helen. *Careers in Fashion and Textiles*. Ames, IA: Blackwell Pub., 2006. (GMT 746.9 GOW/ WST REF 746.9 GOW)
- Laver, James. *Costume and Fashion: A Concise History*. New York: Thames & Hudson, 2002. (BGN 391.009 LAV, MDL/WST REF 391.009 LAV)
- Mauro, Lucia and Kathy Siebel. *Careers for Fashion Plates & Other Trendsetters*. Blacklick, OH: McGraw Hill, 2002. (MDL.NYC/WST 746.92 MAU)
- Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here*. New York: Fairchild Publications, 2001. (GMT 687 ROS)
- Steele, Valerie. *Fifty Years of Fashion: New Look to Now*. New Haven: Yale University Press, 2006. (BGN 391.00973 STE)
- Tortora, Phyllis G. *Understanding Textiles*, 6<sup>th</sup> ed. Upper Saddle River, NJ: Prentice Hall, 2000. (BGN REF 677 TOR/ MDL RES 677 TOR/ NYC 677 TOR)
- Yeager, Jan. *Textiles for Residential and Commercial Interiors*, 2<sup>nd</sup> ed. New York: Fairchild, 2000. (BGN 747.5 TEA)

**Trade and Consumer Publications:**

Women’s Wear Daily  
DNR  
W  
Vogue

**Web Sites:**

[www.firstview.com](http://www.firstview.com)  
[www.fashiongroup.com](http://www.fashiongroup.com)  
[www.fashionera.com](http://www.fashionera.com)  
[www.aboutfashion.com](http://www.aboutfashion.com)