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Office Hours: Mon/Wed 12:30 – 1:30pm and by appt. through Zoom or by phone

**INTRO TO THE FASHION INDUSTRY: Fall 2022**  
**ONLINE COURSE OUTLINE**

**Introduction to the Fashion Industry (BUF 1101-OL08)—3 credits/3 hours**

**Required Textbook:** *Dynamics of Fashion* (5<sup>th</sup> edition), Elaine Stone, Fairchild Publishing, 2018. (4<sup>th</sup> edition is acceptable)

**Online Class Meetings:** Mondays/Wednesdays, 10:00-11:15am – via Zoom (see course Blackboard site for Zoom link).

**Course Description/Overview:** The course introduces you to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising: textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers. The role of technology and the dynamics of fashion retailing in the age of the Internet is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Consequently, whenever possible, you will be expected to adopt visual merchandising technologies and multimedia techniques for your activities in this course. Aspects of 21<sup>st</sup> century marketing are integral to an understanding of this subject.

**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 21<sup>st</sup> 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.
- 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 online assignments (discussion boards) and other writing assignments;
- 3) Develop the ability to describe and analyze a fashion-related topic (final research paper assignment).

### **Classroom Guidelines**

1. Students will participate on Blackboard discussion boards, and during in-person class sessions.
2. Debate, opinions, and participation are welcomed and encouraged! Respect for other classmates is essential.
3. Come to class prepared (having read the assigned chapter, etc.) and ready to engage in discussion about the course material.

**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](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 20%
2. Class participation 20% (includes homework assignments, in-class work, presentation)
3. Midterm Exam 20%
4. Final Exam 20%
5. Short writing assignments 20%

Students are expected to participate through discussion boards on Blackboard, and during the in-person class sessions.

**Class participation** will be graded on:

1. Engagement in class discussions
2. Submission of homework assignments, in-class work, and presentation of research paper
3. Demonstrated reading of assigned materials
4. Attentive, vocal, and contributory participation during in-person class sessions as well as the discussion board forum on Blackboard
5. Respect for other students' viewpoints
6. Sharing of outside material germane to learnings

**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:** Short Writing Assignments (film review/reaction paper, article summary, interview assignment), Research Paper, Midterm, Final Exam, Class Participation (includes research paper presentation, thesis/sources, research paper topic, Tignon assignment, Blackboard forum discussions, class engagement).

**Course Technology/Resources:** Blackboard, textbook website, OWL, Business of Fashion, Fashion Snoops

**Blackboard:** As a City Tech student, it is necessary to become familiar with Blackboard and Blackboard Collaborate, 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 or check APA style, the Online Writing Lab (OWL) is a good resource. It is maintained by Purdue University. **Use it often!** <http://owl.english.edu>

**Other relevant resources:** Business of Fashion at <https://www.businessoffashion.com>

**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:**

**Buy the book! It's required. And you should read CH1 before the Aug 31<sup>st</sup> class.**

**Note: CH 1 is available free on Google Books:**

[https://books.google.com/books?id=ozFCDwAAQBAJ&pg=PA3&source=gbs\\_toc\\_r&cad=4#v=onepage&q&f=false](https://books.google.com/books?id=ozFCDwAAQBAJ&pg=PA3&source=gbs_toc_r&cad=4#v=onepage&q&f=false)

**Week One:**

Aug 29/Mon

Welcome! Review syllabus

Aug 31/Wed

Read and be prepared to continue to discuss CH 1 "A Century of Fashion" from *The Dynamics of Fashion*

\*Review *Tignon* assignment.

**Week Two:**

Sept 5/Mon

**NO CLASS**

Sept 7/Wed

Finish CH 1

**\*Tignon Assignment DUE, via Blackboard assignment link**

**Week Three:**

Sept 12/Mon

Read and be prepared to discuss CH 2 "The Nature of Fashion"

Sept 14/Wed

Read and be prepared to discuss CH 3 "The Environment of Fashion"



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\*Review research paper assignment (topic, thesis, sources, summaries, APA format).

**Week Four:**

Sept 19/Mon

Read and be prepared to discuss CH 4 “The Movement of Fashion”

Sept 21/Wed

Read and be prepared to discuss CH 5 “The Business of Fashion;”

\*Review interview assignment – posted on Blackboard.

**Week Five:**

Sept 26/Mon

**NO CLASS**

Sept 28/Wed

Read and be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”

**\*Interview Assignment DUE via Blackboard assignment link**

Sept 29/Thurs

\*Monday classes meets on Thursday as a make-up day (college-wide). However, because all students may not be able to attend a Thursday class, students should watch the film *Riveted* on their own. In other words, **we will not meet online on Sept 29:**

**Film:** Class will watch *Riveted: The History of Blue Jeans*

Also available (with CC) at:

<https://www.pbs.org/wgbh/americanexperience/films/riveted-history-of-jeans/>

\*Make sure to take notes while you watch the film☺

**Week Six:**

Oct 3/Mon

**Writing a Research Paper in College**

\*Review thesis statement/sources in APA format, posted on Blackboard

\*Review Article Summary Writing Assignment

**Discuss *Riveted***

Oct 5/Wed

**NO CLASS**

**Week Seven:**

Oct 10/Mon

**NO CLASS**

Oct 12/Wed

Read and be prepared to discuss CH 7 “Leather and Fur”

**Week Eight:**

Oct 17/Mon

Read and be prepared to discuss CH 9 “Women’s Apparel”

Oct 19/Wed

Read and be prepared to discuss CH 10 “Men’s Apparel”



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**Week Nine:**

Oct 24/Mon

**Review for Midterm** (CH 1-7, 9, 10 and *Riveted*)

\*Discuss Film Review Assignment (for *Fresh Dressed*)

**\*Article Summary Writing Assignment DUE via Blackboard assignment link**

**\*Topic for research paper DUE, post on Blackboard**

Oct 26/Wed

**Midterm Exam** (online via Blackboard)

**Week Ten:**

**Oct 31/Mon**

**Film:** *Fresh Dressed* - **NO CLASS** (students will view on their own)

Available (with CC) through Amazon Prime at

<https://www.amazon.com/Fresh-Dressed-Damon-Dash/dp/B06XJ3TZGT>

Nov 2/Wed

**Film:** Discussion of *Fresh Dressed*

**\*Film review DUE via BB assignment link, DUE before class starts**

Discuss research paper thesis statement and sources assignment

Discuss Midterm Exam

**Week Eleven:**

Nov 7/Mon

**Film:** Discussion of *Fresh Dressed*

**\*Film review DUE via BB assignment link, DUE before class starts**

Discuss research paper thesis statement and sources assignment

Discuss Midterm Exam

Nov 9/Wed

Read and be prepared to discuss CH 11 “Children’s & Teens’ Apparel

**\*Research paper thesis and sources DUE, via Blackboard link**

**Week Twelve:**

Nov 14/Mon

Read and be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

Nov 16/Wed

Read and be prepared to discuss CH 13 “Accessories”

**\*RESEARCH PAPER DUE via Blackboard assignment link**

**Week Thirteen:**

Nov 21/Mon

Read and be prepared to discuss CH 14 “Beauty”

Nov 23/Wed

Continue to discuss CH 14 “Beauty”

**Week Fourteen:**

Nov 28/Mon

Read and be prepared to discuss CH 15 “Home Fashion”

Nov 30/Wed

Student Research Paper Presentations



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**Week Fifteen:**

Dec 5/Mon Student Research Paper Presentations  
Dec 7/Wed Student Research Paper Presentations

**Week Sixteen:**

Dec 12/Mon Student Research Paper Presentations  
Dec 14/Wed Student Research Paper Presentations

**Week Seventeen:**

Dec 19/Mon Review for Final Exam (CH 11-15 and *Fresh Dressed*)

**Dec 21/Wed FINAL EXAM online via Blackboard**

*\*Schedule subject to change. Most recent schedule will be posted on Blackboard.*



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