

**Denise H. Sutton, PhD**  
**Associate Professor**  
**Department of Business**

**Contact:**

Email: dsutton@citytech.cuny.edu

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

**INTRO TO THE FASHION INDUSTRY: Fall 2023**

**ONLINE SYNCHRONOUS COURSE OUTLINE**

**Introduction to the Fashion Industry (BUF 1101-OL06)—3 credits/3 hours (Writing Intensive)**

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

**Online Synchronous Class Meetings:** Mondays/Wednesdays, 2:30 – 3:45pm – 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%

**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 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 read CH1 before the August 28<sup>th</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 28/Mon | Welcome! Review syllabus  |
| Aug 30/Wed | Read and be prepared to continue to discuss CH 1 "A Century of Fashion" from <i>The Dynamics of Fashion</i> |
|            | *Review <i>Tignon</i> assignment.   |

**Week Two:**

|            |  |
|------------|--|
| Sept 4/Mon | College Closed – No Class                              |
| Sept 6/Wed | Finish CH 1  |
|            | *Tignon Assignment DUE, via Blackboard assignment link |

**Week Three:**

Sept 11/Mon Read and be prepared to discuss CH 2 “The Nature of Fashion”

Sept 13/Wed Read and be prepared to discuss CH 3 “The Environment of Fashion”

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

#### **Week Four:**

Sept 18/Mon Read and be prepared to discuss CH 5 “The Business of Fashion;”

\*Review interview assignment – posted on Blackboard (BB)

Sept 20/Wed Read and be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”

\*Interview Assignment DUE via Blackboard assignment link

#### **Week Five:**

Sept 25/Mon No Class

Sept 27/Wed **Watch Film:** Class will watch *Riveted: The History of Blue Jeans*

Students will view the film on their own - **No Class Meeting**

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☺ Guide available on BB

#### **Week Six:**

Oct 2/Mon Discuss *Riveted*

Oct 4/Wed Read and be prepared to discuss CH 7 “Leather and Fur”

#### **Week Seven:**

Oct 9/Mon College Closed - No Class

\*Oct 10/Tues **Classes follow a Monday schedule** Read and be prepared to discuss CH 9 “Women’s Apparel” (video lecture available via BB)

Oct 11/Wed Writing a Research Paper in College  
\*Review thesis statement/sources in APA format, posted on Blackboard  
\*Review Article Summary Writing Assignment

**Week Eight:**

Oct 16/Mon Read and be prepared to discuss CH 10 “Men’s Apparel  
Oct 18/Wed **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

**Week Nine:**

Oct 23/Mon **Midterm Exam** (online via Blackboard)  
Oct 25/Wed **Watch 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>

**Week Ten:**

Oct 30/Mon Discussion of *Fresh Dressed*  
\*Film review DUE via BB assignment link  
Discuss research paper thesis statement and sources assignment  
Discuss Midterm Exam  
Nov 1/Wed Read and be prepared to discuss CH 11 “Children’s & Teens’ Apparel  
\*Research paper thesis and sources DUE, via Blackboard link

**Week Eleven:**

Nov 6/Mon Read and be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

Nov 8/Wed Read and be prepared to discuss CH 13 “Accessories”

**Week Twelve:**

Nov 13/Mon Read and be prepared to discuss CH 14 “Beauty”

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

Nov 15/Wed Continue to discuss CH 14 “Beauty”

**Week Thirteen:**

Nov 20/Mon Read and be prepared to discuss CH 15 “Home Fashion”

Nov 22/Wed College Closed – No Class

**Week Fourteen:**

Nov 27/Mon Student Research Paper Presentations

Nov 29/Wed Student Research Paper Presentations

**Week Fifteen:**

Dec 4/Mon Student Research Paper Presentations

Dec 6/Wed Student Research Paper Presentations

**Week Sixteen:**

Dec 11/Mon Student Research Paper Presentations

Dec 13/Wed Reading Day – No Class

**Week Seventeen:**

Dec 18/Mon Review for Final Exam (CH 11-15 and *Fresh Dressed*)

**Dec 20/Wed FINAL EXAM online via Blackboard**

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