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Tues/Thurs 10-11:15am, Room 1001

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**COURSE OUTLINE FOR INTRO TO THE FASHION INDUSTRY: Spring
2020**

Introduction to the Fashion Industry (BUF 1101-D005)—3 credits/3 hours

Required Textbook: *Dynamics of Fashion* (5th edition), Elaine Stone, Fairchild Publishing, 2018.

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 21st 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 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.
- 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 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.
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.

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 paper 20%
2. Class participation 20% (includes homework assignments and in-class work)
3. Midterm Exam 20%
4. Final Exam 20%
5. Quizzes 20% (four quizzes will be given, with the lowest score dropped)

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.*

Class participation will be graded on:

1. Submission of assignments and in-class work (including presentation of research paper)
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

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

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|----|---|----------------|
| 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 |