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Office Hours: Mon/Wed 11-12am and by appt. through Zoom or by phone

Classroom: A804, New Academic Complex

INTRO TO THE FASHION INDUSTRY: Fall 2021

COURSE OUTLINE

Introduction to the Fashion Industry (BUF 1101-HD03)—3 credits/3 hours

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

This is a hybrid online course: asynchronous with **eight in-person class meetings** on campus (Sept 1, 29, Oct 13, 20, Nov 3, 17, Dec 1, 8).

The class is scheduled for Wednesdays, 8:30-11am – when there is an in-person class session on campus. **When class is on campus, we will meet in room A804 in the new Academic Complex building, at 285 Jay Street.** The in-person class meetings are not optional and will not be available through Blackboard Collaborate.

***PLEASE NOTE: The first class (Aug 25) will meet online via Blackboard Collaborate.** Find the Blackboard BUF 1101-HD03 course site on CUNYfirst.

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 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. While taking notes on your computer is fine, please do not use your cell phones, tablets, or computer internet/email during class for personal/work use. It is distracting and disrespectful to other students and to me.

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, 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. Submission of homework assignments, in-class work, and presentation of research paper (video via Blackboard or during an in-person class session)
2. Demonstrated reading of assigned materials
3. Attentive, vocal, and contributory participation during in-person class sessions as well as **the discussion boards on Blackboard**
4. Respect for other students' viewpoints
5. 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: This is a hybrid asynchronous online/in-person class. 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> and Fashion Snoops at <https://www.fashionsnoops.com> (username: fscuny password: ilovesnoops1)

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:

***Buy the book! It's required. And you should read CH1 before Aug 25th.**

Aug 25/Wed ***[This class will be held online via Blackboard Collaborate.](#) You can find the course's Blackboard site on CUNYfirst.**

Welcome! Review syllabus

*Read and be prepared to discuss CH 1 "A Century of Fashion" from *Dynamics of Fashion* (DOF).

*Discuss *Tignon* assignment.

Week Two:

*Sept 1/Wed **IN-PERSON CLASS SESSION – meet on campus in new Academic Complex Bldg, room A804**

*Read and be prepared to discuss CH 2 “The Nature of Fashion” & CH 3 “The Environment of Fashion”

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

Week Three:

Sept 8/Wed NO CLASS (Labor Day Weekend)

Week Four:

Sept 15/Wed NO CLASS

Week Five:

Sept 22/Wed Read CH 4 “The Movement of Fashion”

*Review research paper assignment (topic, thesis, sources, summaries) – posted on Blackboard. *If you have any questions, ask during next in-person class meeting.*

*Review interview assignment – posted on Blackboard. If you have questions, email me at dsutton@citytech.cuny.edu.

***Discussion Board Questions and Response DUE** (CH 1, 2, 3, 4), you will find these posted in the “Discussions” section of Blackboard.

Week Six:

*Sept 29/Wed IN-PERSON CLASS SESSION – meet on campus, room A804

Read and be prepared to discuss CH 5 “The Business of Fashion” & CH 6 “Textiles: Fibers and Fabrics”

*Discuss research paper assignment (topic, thesis, sources, summaries, APA format)

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

Week Seven:

Oct 6/Wed Read CH 7 “Leather and Fur”

Discussion Board Questions and Response DUE (CH 5, 6, 7)

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

Review Article Summary Writing Assignment

Week Eight:

*Oct 13/Wed

IN-PERSON CLASS SESSION – meet on campus, room A804

Read and be prepared to discuss CH 9 “Women’s Apparel” & CH 10 “Men’s Apparel

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

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

Discuss Film Review Assignment

Homework:

Film: *Fresh Dressed* (students will view on their own), available through Amazon Prime at <https://www.amazon.com/Fresh-Dressed-Damon-Dash/dp/B06XJ3TZGT>

Week Nine:

*Oct 20/Wed

IN-PERSON CLASS SESSION – meet on campus, room A804

Film: Discussion of *Fresh Dressed*

***Film review/reaction paper DUE via BB assignment link, DUE before class starts**

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

Discuss research paper thesis statement and sources assignment

Week Ten:

Oct 27/Wed

MIDTERM EXAM (posted on Blackboard)

Week Eleven:

*Nov 3/Wed

IN-PERSON CLASS SESSION, meet in A804

Read and be prepared to discuss CH 11 “Children’s & Teens’ Apparel,” CH 12 “Innerwear, Bodywear, Legwear,” and CH 13 “Accessories”

Discuss/go over the correct answers for the Midterm Exam

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

Discussion Board Questions and Response DUE (CH 11, 12, 13)

Week Twelve:

Nov 10/Wed

***Research paper DUE via Blackboard assignment link**

Week Thirteen:

*Nov 17/Wed

IN-CLASS SESSION – meet on campus, room A804

Be prepared to discuss CH 14 “Beauty” and CH 15 “Home Fashion”

Discussion Board Questions and Response DUE (CH 14, 15)

Week Fourteen:

Nov 24/Wed

Online Blackboard Collaborate Research Paper Presentations

Week Fifteen:

Dec 1/Wed

Online Blackboard Collaborate Research Paper Presentations

Week Sixteen:

Dec 8/Wed

Online Blackboard Collaborate Class Session

Review for Final Exam (CH 11-15)

Week Seventeen:

Dec 15/Wed

FINAL EXAM via Blackboard

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