

**BUF 1101-D105: Fall 2017**

**Introduction to the Fashion Industry (BUF 1101-D105)—3 credits/3 hours**

**Mon/Wed 1-2:15pm**

**Atrium A-235**

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**Office Hours: M/W 11-12 and by appt.**

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

**Required Textbook:** *Dynamics of Fashion* (4<sup>th</sup> edition), Elaine Stone, Fairchild Publishing, 2013.

**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 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 analytical skills.

**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)

**College Attendance Policy:** A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows:

<b>Class Meets</b>	<b>Allowable Absence(s)</b>
1 time/week	2 classes
2 times/week	3 classes
3 times/week	4 classes

*Excessive absence/lateness will affect your grade.*

**Grading Policy:**

The final term grade will be based on the following criteria:

1. Designer report 25%
2. Midterm 25%
3. Quizzes 25% (five quizzes will be given, with the lowest score dropped)
4. Final exam 25%

**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:** Quizzes, Designer Report, Midterm & Final Exam.

**Course Technology/Resources:** Blackboard, textbook website, OWL

**Blackboard:** As a City Tech student, it is necessary to become familiar with Blackboard, 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. You may also visit, (use link below), for a Beginner's Guide to Blackboard.

<http://websupport1.citytech.cuny.edu/websupport1/It/online/index.htm>.

The best thing is to go to G600 and sign up for a workshop on how to use Blackboard. Important: Be sure to register at the CUNY Portal if you need a CUNY Portal ID to access Blackboard and other online resources. Go to <http://www.cuny.edu>, click on: "Portal Log in", then click on "Create a new account", then follow instructions.

O.W.L.: When you want to review references on how to write, the Online Writing Lab (OWL) is a marvelous resource on writing almost anything. It is maintained by Purdue University. Use it early, often and, eternally. <http://owl.english.pu>

**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.

Students are required to take in-class quizzes, write a designer report (to be discussed in class), and complete the midterm and final exams.

**Class Schedule:**

**Week One:**

August 28/Mon      Welcome! Review syllabus

August 30/Wed      Be prepared to discuss CH 1 "A Century of Fashion" from *Dynamics of Fashion* (DOF)

**Week Two:**

Sept 4/Mon—Labor Day/College Closed

Sept 6/Wed      Be prepared to discuss CH 2 "The Nature of Fashion" from DOF

**Week Three:**

Sept 11/Mon      Be prepared to discuss CH 3 "The Environment of Fashion"

Sept 13/Wed      QUIZ (CH 1, 2, 3), Be prepared to discuss CH 4 "The Movement of Fashion"

**Week Four:**

Sept 18/Mon      Be prepared to discuss CH 5 "The Business of Fashion"

Sept 20/Wed—No Classes

**Week Five:**

Sept 25/Mon Be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”

Sept 27/Wed Be prepared to discuss CH 7 “Leather and Fur”

**Week Six:**

Oct 2/Mon QUIZ (CH 5, 6, 7), Be prepared to discuss CH 8 “Product Development”

Oct 4/Wed Be prepared to discuss CH 9 “Women’s Apparel”

**Week Seven:**

Oct 9/Mon—Columbus Day/College Closed

Oct 11/Wed Be prepared to discuss CH 10 “Men’s Apparel”

**Week Eight:**

Oct 16/Mon Be prepared to discuss CH 11 “Children’s and Teens’ Apparel”

Oct 18/Wed Review for Midterm

**Week Nine:**

Oct 23/Mon—MIDTERM EXAM

Oct 25/Wed Be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

**Week Ten:**

Oct 30/Mon Be prepared to discuss CH 13 “Accessories”

Nov 1/Wed QUIZ (CH 12, 13, 14), Be prepared to discuss CH 14 “Beauty”

**Week Eleven:**

Nov 6/Mon **Guest Speaker**

Nov 8/Wed Be prepared to discuss CH 15 “Home Fashions”

**Week Twelve:**

Nov 13/Mon Designer Report DUE, in-class presentations

Nov 15/Wed Designer Report in-class presentations continued

**Week Thirteen:**

Nov 20/Mon Be prepared to discuss CH 16 “Global Fashion Market”

Nov 22/Wed QUIZ (CH 15, 16, 17), Be prepared to discuss CH 17 “Global Sourcing and Merchandising”

Nov 23-26—College Closed

**Week Fourteen:**

Nov 27/Mon Be prepared to discuss CH 18 “Fashion Retailing”

Nov 29/Wed Be prepared to discuss CH 19 “Policies and Strategies in Fashion Retailing”

**Week Fifteen:**

Dec 4/Mon QUIZ (CH 18, 19, 20), Be prepared to discuss CH 20 “Fashion Auxiliary Services”

Dec 6/Wed Continue discussion of CH 20

**Week Sixteen:**

Dec 11/Mon Review for Final Exam

Dec 13/Wed—FINAL EXAM