NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS
FALL 2015

MKT 2335 E094: FASHION MERCHANDISING
Meeting Date/ Time: **T/TH 7:30-8:45pm**
Room: **Namm 1008**

PREREQUISITES: Pre/Co ENG 1101
CREDITS: 3
HOURS: 3
INSTRUCTOR:

> **Faculty Office: Namm 1025**
> **Office Hours: Friday 4-6pm**
> **Office Phone: 718.260.5757**
> **E-mail: aadomaitis@citytech.cuny.edu**

COURSE DESCRIPTION:
The course introduces students 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. Aspects of 21st century marketing are integral to an understanding of this subject.

LEARNING OBJECTIVES:
Content specific:
At the conclusion of this course, students will be able to:

STUDENT LEARNING OUTCOMES
Content Specific:
> **Upon Successful Completion of this course, the student will be able to**

Describe the major segments of the fashion industry including textile mills, designers, manufacturers as well as other producers, auxiliary fashion industries, and retailers.	Class discussion, examinations, and bi-weekly quizzes
Differentiate the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) in the entire system.	Class discussion, examinations, and bi-weekly quizzes
Assess the diverse career opportunities available in the fashion	Class discussion, examination, and

industry	contemporary designer research paper
Explain knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.	Class discussion, bi-weekly quizzes. Examination, and contemporary designer research paper
Create an Retail Marketing e- Portfolio	Open Lab site

General Education:

Engage in an in-depth, focused, and sustained program of study.	Class discussion, contemporary research paper and presentation
Develop critical thinking skills that move freely between core business principles and industry specific objectives.	Class discussion, examinations, bi-weekly quizzes
Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.	Assess library research resources for contemporary paper and work with Writing Center to develop concise and methodical paper

STUDENT ASSESSMENT of OUTCOMES:

You will engage in the following learning activities to achieve the outlined objectives and provide a means of evaluation: (a) attend lectures, (b) complete bi-weekly quizzes (c) complete midterm and final examinations on scheduled dates, (d) prepare and present a research paper on a contemporary fashion designer, (e) participate in class discussions and

This information will be acquired from the required text, outside reading and in class notes; homework assignments which reflect and reinforce materials covered in class; a research term project. A portion of the final grade will reflect consistent attendance and participation in classroom discussions.

Project Grading Criteria:

1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.

2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.

3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.

4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advance work and planning.

REQUIRED TEXTBOOK:

Stone, E. (2013). Dynamics of Fashion: 4th Edition. New York: Fairchild Publication. ISBN#13-9781563676864.

COURSE POLICIES & PROCEDURES:
ATTENDANCE:
Class attendance is expected. **THREE or more absences and/or excessive lateness and/or leaving early** will automatically lead to a FAILED GRADE (F). **TWO** tardy arrivals are equal to an absence.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead in order for the absence to be deemed an excused absence.

Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and submitted during scheduled class times. These assignments are required and contribute to the final course grade. Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless the reason is one that is recognized by CUNY City tech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (this includes job interviews).

If you are absent when an assignment is due, <u>you</u> are responsible for having the assignment turned in during the class period. If <u>you</u> are absent from class, <u>you</u> are responsible for the material covered. Please get the missed work and homework as you are responsible for your own work and earning your grade.

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

PARTICIPATION:
Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade**. Coming to class is <u>NOT</u> participation.
Participation involves:

- **Active Learning**. Taking notes, asking questions and taking responsibility for your own learning.

- **Working with others in group activities**: A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.

- **Attending class regularly**. If you aren't here, you can't learn.

GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers MUST be typed. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work MUST contain the student name(s) and email address(es), the course name and number, the date the assignment is submitted, and the name of the assignment.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:
- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

Written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink in Times New Roman font. **All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.**

In a case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me <u>prior the start of the class to get full credit.</u> Documentation on Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date.*

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. **Excessive absence/lateness will affect your grade.**

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. Excessive absence/lateness can affect grade average.

4 Quizzes (25 each)	100	points
Designer Report	200	points
Midterm Exam	100	points
Final Exam	100	points
	500	points

Process for Evaluation:
Outstanding (A) work went beyond the package and presentation requirements.
Good (B) work met all grading criteria, performed to top standards.
Average (C) work, met all but one or two of the grading criteria.
Below Average (D) work met only one or two of the grading criteria.

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

QUIZZES, EXAMINATIONS, AND GRADING:
In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class.

Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes**. Students who miss any quiz for reasons that are recognized by CUNY City Tech (e.g., documented family emergencies, documented illness and the like) need to contact the instructor prior to missing the quiz.

There are two exams scheduled during the quarter which includes a **comprehensive midterm** and a **final exam** which will be given during final exam week**. There are no make-up exams.** A student who is unable to take the exam at the scheduled time will result in a **0** on that exam unless absence is recognized by City Tech policy. The mid-term and final exams are worth 100 points each. The midterm exam is scheduled for _____ and the final exam is scheduled for _____**.** The date for the final **will not** be changed.

NO LATE WORK POLICY:
Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted**. Assignments delivered to the Faculty Office will *not* be accepted.

INFORMATION LITERACY STATEMENT
Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ATRIUM LEARNING CENTER (Located in Room: ALC AG 18):
Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Learning Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Learning Center on campus and on Blackboard.

All term papers must be seen by ALC prior submission. Please have the appointment slip with edits attached to final submission of paper. ***You are to edit your own paper once edited by ALC.***

TECHNOLOGY ENHANCEMENT:

- ❖ Blackboard Technology All students will be responsible for Blackboard access and participation
- ❖ SAFEASSIGN Technology for the submission of Final papers

SAFEASSIGN AS A LEARNING TOOL
SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's SafeAssign software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through SafeAssign in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to SafeAssign in order to get sufficient feedback from SafeAssign reports to help minimize the risk of plagiarism.

- **If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.**

- **If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment.**

- **Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted.**

- **By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

CREDIT HOUR ASSIGNMENT POLICY:
Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every one hour required in it.**

E-PORTFOLIOS/OPEN LAB:
CUNY-College of Technology asks all students to participate in building a program-long ePortfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect,* students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the **"ePortfolios at CUNY-College Technology" organization** in Blackboard.

MIDTERM REPORTS:
At the end of Week all students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:
Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.
Phone # 1.718. 260.5143
Fax: # 1.718. 254-8539

SCHEDULE OF TOPICS

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

Week 1   Fundamentals of Fashion   Chapter 1
Aug. 27   What is fashion?

Video: Top 10 Designers of the 20th Century

Week 2 *9/1-3*	Misconceptions of Fashion *Video: A& E Biography Vera Wang*	Chapter 1
Week 3 & 4 *9/8-17*	Environmental Demands on Fashion *Online Assignment Due 9/10*	Chapter 2
9/10	*No Class –Monday schedule* *FASHION WEEK*	
9/15 *9/22*	*No Class* *No Class*	
Week 5 *9/22-24*	Fashion Change Diffusion of Innovation	Chapter 3
9/25	***Tuesday Schedule of Class*** *Video: A& E Biography HALSTON*	
Week 6 *9/28-10/1*	Scope of the fashion Industry Retailing Formats	Chapter 13
Week 7 *10/6-8*	Midterm Review/ Examination	
Week 8 & 9 *10/13-22*	Materials/Textiles for Apparel Textile Fibers Textile Production Leather / Fur Industries Video: Made in Asia: Fast, Cheap, & Fair?	Chapter 5, 6, & 7
Week 10 *10/27-29*	Making of Sweatshops *Videos: 20/20 Give Me a Break* *Nightline: A Clothes Line* *Class Discussion: Global Sourcing*	
Week 11 *11/3-5*	Developing an Apparel line Product & Design Development	Chapter 9

Week 12	History of Retailing	Chapter 15 & 17
11/10-12	Retailing in a Global Marketplace	

International Textile Apparel Association Conference, Santa Fe, NM

Week 13	Global Sourcing and Merchandising	Chapter 10
11/16-24		
	THANKSGIVING	

Week 14	Term Projects Due
	Presentations of Designer

Week 15	Review for Final Exam
	(*Fashion Industries Feud)*

Final Exam: December 17, 2015

CONTEMPORARY DESIGNER TERM PAPER/PRESNETATION:

The term project will cover the following areas:

A. Background of the designer, education, age, and how he/she got into the business.

B. The market segment(s) that the designer targets. Discuss the demographics of the designer's customer (age, income, occupation, lifestyle, social class, cultural background, etc.).

C. Description of the look(s) for which this designer is known for. Include pictures and/or sketches. Describe the fabrics this designer uses in the garments that are sold to the consumer. Where is the merchandise produced?

D. Describe how the designer promotes the merchandise that he/she manufactures and where it is sold.

E. Explanation of why this designer is considered an important designer. Here you can include a personal viewpoint and evaluation of the designer's work.

Also to be included:

- Headings between each of the above sections.
- Two or more examples of the designer's apparel design/work – include photos or sketches.
- A photograph of the designer.
- Address of showroom where the designer is most frequently in residence.

Please note that examples of the designer's work and photograph of the designer are in addition to the 5 page paper. APA format for documentation should be carefully followed.

This paper is to be presented orally, and presentation should be approximately 10 minutes in length.

All students must part-take in the presentation.

Remember TEAM APPEARANCE COUNTS!

The final project and presentation is used to assess program outcome "graduates will be able to describe the three segments (primary, secondary, and ancillary) of the fashion industry, and how global competition impacts each segment" and program outcome "graduates will be able to conduct fashion and consumer research (studying market segments, buying motives, cultural, social considerations, and social classes) in order to evaluate the potential consumer market" in the AAS/ BS program.

REFEENCES:

Bell, Judith A. Silent Selling: Best Practices and Effective Strategies in Visual Merchandising. New York: Fairchild Publications, 2001.
(GMT/ MDL/ NYC/ 667.068 BEL)

Benbow-Pfalzgraf and Richard Martin, eds. Contemporary Fashion . 2nd Ed. Detroit: St. James Press, 2002. (BGN/ GMT/ MDL/ NYC/ NWK/ WST/ REF 746.9 CON)

Black, Sandy, ed. Fashioning Fabrics: Contemporary Textiles in Fashion. London, Black Dog, 2006.
(WST 746.92 FAS)

Braddock, Sarah and Marie O'Mahony. Techno Textiles 2, rev. ed. London: Thames &   Hudson, 2005.
(GMT 677.0283 BRA)

Elsasser, Virginia H. Textiles: Concepts and Principles, 2nd ed. New York: Fairchild,   2005. (GMT 677 ELS)

Gale, Colin. Fashion and Textiles: An Overview. New York: Berg, 2004.
 (GMT/MDL   746.9 GAL, NYC/NWK 338.4 GAL)

Gigi Ekstrom, Margaret. Fashion Marketing. New York: McGraw Hill/Glencoe, 2006.
(MDL 687.068 EKS)

Goworek, Helen. Careers in Fashion and Textiles. Ames, IA: Blackwell Pub., 2006.
(GMT 746.9 GOW/ WST REF 746.9 GOW)

Laver, James. Costume and Fashion: A Concise History. New York: Thames & Hudson, 2002. (BGN 391.009 LAV, MDL/WST REF 391.009 LAV)

Mauro, Lucia and Kathy Siebel. Careers for Fashion Plates & Other Trendsetters.   Blacklick, OH: McGraw Hill, 2002. (MDL.NYC/WST 746.92 MAU)

Rosenau, Jeremy A. and David Wilson. Apparel Merchandising: The Line Starts Here.   New York: Fairchild Publications, 2001. (GMT 687 ROS)

Steele, Valerie. Fifty Years of Fashion: New Look to Now. New Haven: Yale University Press, 2006.
(BGN 391.00973 STE)

Tortora, Phyllis G. Understanding Textiles, 6th ed. Upper Saddle River, NJ: Prentice Hall,   2000.
(BGN REF 677 TOR/ MDL RES 677 TOR/ NYC 677 TOR)

Yeager, Jan. Textiles for Residential and Commercial Interiors, 2nd ed. New York: Fairchild, 2000.
(BGN 747.5 TEA)