

Denise H. Sutton, PhD
Department of Business

Mon/Wed 8:30-9:45am, Room A-235

Contact:

Email: dsutton@citytech.cuny.edu

Office Telephone: 718-260-5979

Office Location: 16 Court St, 6th floor

Office Hours: Mon/Wed 11-12, and by appt.

COURSE OUTLINE FOR INTRO TO THE FASHION INDUSTRY: Fall 2018

Introduction to the Fashion Industry (BUF 1101-D010)—3 credits/3 hours

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

Required Textbook: *Dynamics of Fashion* (4th 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 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 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

Class Meets	Allowable Absence(s)
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. Class participation 25%
3. Midterm 25%
4. Quizzes 25% (six quizzes will be given, with the lowest score dropped)

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, Class Participation.

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/lt/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 good resource on writing almost anything. It is maintained by Purdue University. **Use it often!** <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*. Participation also includes asking questions or asking for clarification on course material or assignments!

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

Class Schedule:

Week One:

Aug 27/Mon	Welcome! Review syllabus
Aug 29/Wed	Be prepared to discuss CH 1 "A Century of Fashion" from <i>Dynamics of Fashion</i> (DOF)

Week Two:

Sept 3/Mon	No Class-College Closed
Sept 5/Wed	Be prepared to discuss CH 2 "The Nature of Fashion"
Sept 6/Thurs	*Classes follow a Monday Schedule. Be prepared to discuss CH 3 "The Environment of Fashion"

Week Three:

Sept 10/Mon	No Class-College Closed
Sept 12/Wed	QUIZ (CH 1, 2, 3), Be prepared to discuss CH 4 "The Movement of Fashion"

Week Four:

Sept 17/Mon	Be prepared to discuss CH 5 "The Business of Fashion"
-------------	---

Sept 19/Wed No Class-College Closed

Week Five:

Sept 24/Mon Be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”

Sept 26/Wed QUIZ (CH 4, 5, 6) Be prepared to discuss CH 7 “Leather and Fur”

Week Six:

Oct 1/Mon **Library Research Session**

Oct 3/Wed Be prepared to discuss CH 8 “Product Development”

Week Seven:

Oct 8/Mon No Class-College Closed

Oct 10/Wed Be prepared to discuss CH 9 “Women’s Apparel”

Week Eight:

Oct 15/Mon QUIZ (CH 7, 8, 9) Be prepared to discuss CH 10 “Men’s Apparel”

Oct 17/Wed Review for Midterm

Week Nine:

Oct 22/Mon **Midterm Exam**

Oct 24/Wed Be prepared to discuss CH 11 “Children’s & Teens’ Apparel”

Week Ten:

Oct 29/Mon Be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

Oct 31/Wed Be prepared to discuss CH 13 “Accessories”

Week Eleven:

Nov 5/Mon QUIZ (CH 11, 12, 13) Be prepared to discuss CH 14 “Beauty”

Nov 7/Wed Be prepared to discuss CH 15 “Home Fashions”

Week Twelve:

- Nov 12/Mon Be prepared to discuss CH 16 “Global Fashion Markets”
- Nov 14/Wed QUIZ (14, 15, 16) Be prepared to discuss CH 17 “Global Sourcing & Merchandising”

Week Thirteen:

- Nov 19/Mon Be prepared to discuss CH 18 “Fashion Retailing”
- Nov 21/Wed Be prepared to discuss CH 19 “Policies and Strategies in Fashion Retailing”

Week Fourteen:

- Nov 26/Mon Guest Speaker
- Nov 28/Wed QUIZ (CH 17, 18, 19), Be prepared to discuss CH 20 “Fashion Auxiliary Services”

Week Fifteen:

- Dec 3/Mon Presentations
- Dec 5/Wed Presentations

Week Sixteen:

- Dec 10/Mon Presentations
- Dec 12/Wed No Class (Reading Day)

Week Seventeen:

- Dec 17/Mon Presentations
- Dec 19/Wed Presentations, Designer Report DUE (in class)