



NEW YORK CITY COLLEGE OF TECHNOLOGY

Course: BUF110OL. Fall 2020 (August 26-December 18)

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Office Hours: Tuesdays 8-9PM via ZOOM

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

Required Textbook: Dynamics of Fashion 5th Edition, by Stone. Publisher: Fairchild.

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) in 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

Grading Policy: 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.

Class Schedule:

Week 1	A Century of Fashion Read articles: https://www.businessoffashion.com/community/people/iris-van-herpen https://www.newyorker.com/magazine/2017/09/25/iris-van-herpens-hi-tech-couture	Chapter 1
Week 2	Watch videos: https://www.youtube.com/watch?v=FiE3yVULRBY https://www.youtube.com/watch?v=oqVdavXXOnQ https://www.youtube.com/watch?v=GiYtEgY2WZE	Chapter 1
Week 3	The Nature of Fashion	Chapter 2
Week 4	Quiz #1	Quiz #1 (Chps 1&2)
Week 5	The Environment of Fashion Read Articles: http://thefashionhistorianpollyguerin.blogspot.com/2012/01/couture-houses-hoity-style-masters-c-by.html https://www.vanityfair.com/news/2009/09/couture200909 Watch videos: https://www.youtube.com/watch?v=pshAbQ0mvI0 https://www.youtube.com/watch?v=kZoli1AysWk	Chapter 3
Week 6	The Movement of Fashion The Business of Fashion	Chapters 4 & 5
Week 7	Quiz #2	Quiz #2 (Chps 3, 4&5)
Week 8	Textiles: Fibers & Fabrics Leather & Fur Read article: https://wwd.com/fashion-news/fashion-features/ralph-lauren-polotech-smartshirt-10204865/ Watch video: https://www.youtube.com/watch?v=zipGvqaSJiE Read article: https://www.wsj.com/articles/SB10001424052702303365804576429730284498872 Watch video: https://www.youtube.com/watch?v=C8vA0UwLS70	Chapters 6&7
Week 9	Quiz #3	Quiz #3 (Chps 6&7)
Week 10	Midterm	Midterm (Chps 1-7)
Week 11	Product Development Read articles: https://www.bloomberg.com/news/articles/2014-03-06/kate-spade-faces-uphill-fight-to-be-next-ralph-lauren	Chapter 8

	https://time.com/3532014/women-clothing-sizes-history/ Watch video: https://vimeo.com/50062850	
Week 12	Global Fashion Business Fashion Retailing Read articles: https://www.nytimes.com/1997/04/22/style/stella-mccartney-ready-for-chloe.html https://www.theguardian.com/fashion/2014/sep/29/stella-mccartney-paris-fashion-week-show https://www.businessoffashion.com/articles/intelligence/fighting-the-450-billion-trade-in-fake-fashion https://www.bloomberg.com/bw/magazine/content/11_05/b4213090559511.htm https://www.nytimes.com/2010/07/29/fashion/29CRITIC.html	Chapters 16&17
Week 13	Quiz #4 Careers in Fashion Read article: https://www.adweek.com/brand-marketing/how-shinola-went-shoe-polish-coolest-brand-america-165459/ https://www.jec.senate.gov/public/_cache/files/66dba6df-e3bd-42b4-a795-436d194ef08a/fashion---september-2016-final-090716.pdf Watch video: https://www.youtube.com/watch?v=la30ZtvT7ts	Chapter 18 Quiz #4 (8, 16-18)
Week 14	Designer Report Due	Designer Report Due
Week 15	Final Exam	Final Exam

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

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: Blackboard & SafeAssign

- 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.

