

TXMI 3210 *Revised**
Fundamentals of Fashion Merchandising
Fall 2004

Tuesday & Thursday 2:00 – 3:15 p.m.
Dawson Hall, room 116

Instructor: Ms. Kristin Deckard
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Office: 313 Dawson Hall
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Office Hours: Tues. & Thurs. 9:30 – 10:45 a.m. and Wed. 1:25 – 2:15 p.m.
Mon. & Fri. 10:10 – 11:00 a.m. or by appointment

Course Description: 3 credit hour course

Fashion with an emphasis on various product categories. Innovative processes in the fashion business. Concentration on fashion innovation, role of designers and other influentials. Domestic and international fashion centers, trends in fashion, and the power of fashion in society.

Required Text:

Stone, E. (2004). *The Dynamics of Fashion: 2nd Edition*. New York: Fairchild Publications.

Course Objectives:

- To acquire a basic understanding of the nature of fashion.
- To analyze the economic, sociological, and psychological factors importantly affecting contemporary fashions.
- To review the historical development of apparel fashions.
- To gain an understanding of the basic forms of business ownership, of how businesses are organized and expand.
- To gain an understanding and appreciation of the purposes served by foreign and domestic markets, and to examine the role of designers in these markets.
- To develop a more comprehensive understanding of the various types of retail distributors and fashion support services and how they service the merchants of fashion.
- To determine the scope of jobs in the fashion business and how the student can prepare for entry-level jobs and plan careers.

Course Format:

The class format will largely be lecture, although there will always be time to address any questions that you may have related to the material in the text, lecture, or current news. It is important to remember to ask questions. There will be class time devoted to discussion and you need to be willing and able to participate in order to make this time effective.

Out of Class Assignments:

Work turned in is to be of professional quality. This means that spelling and grammar will impact the grade that you receive on the assignments. All written work is to be typewritten unless otherwise noted on the assignment.

Course Expectations

Professionalism:

Since this class to help you prepare for a profession, classroom policies have been developed which are intended to provide a learning environment and to promote and maintain a professional atmosphere. Simply put, I intend to conduct myself in a courteous and professional manner and would appreciate the same behavior from each one of you.

Course Policies and Requirements:

1. Please leave cell phones at home or turn them off during class.
2. Students are responsible for assignments and material presented in class.
3. Attendance and participation is expected and required. **Four** absences (either excused or unexcused) are permitted before your grade is adversely affected.
4. **Everyone is expected to attend class during presentations. Anyone not in class will have 5 points deducted from their final grade.** Attendance sheets will be circulated at the beginning of class. Please plan on arriving for class on time and staying the entire class period. It is very disrupting for student to come in late or leave early.
5. No extra credit assignments will be given.
6. Make-up tests will not be given unless the student has a documented excuse.
7. Assignments turned in after the due date will receive a 10-point per day penalty. **ASSIGNMENTS WILL NOT BE ACCEPTED AFTER ONE WEEK OF THE ORIGINAL DUE DATE, RESULTING IN A "0"**.
8. E-mailed assignments will **not** be accepted, unless it is previously arranged with the instructor.
9. Academic dishonesty will be dealt with according to the guidelines in the Student Handbook. Cheating and/or plagiarism are sufficient for an F. See Student Handbook for more details.

Racism and Sexism:

I will not tolerate racism and/or sexism or any other "ism" that indicates disrespect for an individual or group of people. If you believe that I have exhibited one of these negative isms, please bring it to my attention.

Students with Disabilities:

If you have a disability which requires some special accommodation, please let me know within the first two weeks of the semester to discuss the appropriateness of my teaching methods in this class or any other accommodations you may need.

Point Assessment and Values

Current Event Assign.	50 pts	4 Quizzes @ 25 points each	100 pts
Group Project (group of 4)	100 pts	3 Tests @ 50 points each	150 pts
10 min. Group Pres. (50 pts)		Final Exam	100 pts
6 page Group Paper (50 pts)		Total Points	500 pts

Revised Schedule (08/24/04)

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This calendar will be updated as the semester progresses based on need. In class, I will announce any changes that occur in the established class calendar.

Week	Tuesday	Thursday
Week 1		08/19: Introduction and Syllabus
Week 2	08/24: Chapter 1	08/26: Chapter 2 Group Distributions
Week 3	08/31: Chapter 3 Topic Sign-up	09/02: Chapter 3
Week 4	09/07: Chapter 4	09/09: Test 1 (Chap. 1-4)
*Week 5	09/14: Chapter 5&6	09/16: Chapter 7 Current Event Due (Last Name A-E)
Week 6	09/21: Oral Pres. & Paper (3) <i>Journal Analysis</i>	09/23: Oral Pres. & Paper (4) <i>Fashion Designer Profile</i>
Week 7	09/28: Chapter 8	09/30: Chapter 8
*Week 8	10/05: Chapter 9 Current Event Due (Last Name F-J)	10/07: Test 2 (Chap. 5-9)
Week 9	10/12: Chapter 10	10/14: Study Day No Class (Work on Group Pres.)
Week 10	10/19: Oral Pres. & Paper (3) <i>Website Analysis</i>	10/21: Oral Pres. & Paper (4) <i>Website Analysis</i> Current Event Due (Last Name K-O)
Week 11	10/26: Chapter 11	10/28: Fall Break! No Class
*Week 12	11/02: Chapter 12&13	11/04: Chapter 14 Current Event Due (Last Name P-T)
Week 13	11/09: Test 3 (Chap. 10-14)	11/11: Chapter 15
Week 14	11/16: Oral Pres. & Paper (3) <i>Fashion Trend Analysis</i>	11/18: Oral Pres. & Paper (4) <i>Fashion Trend Analysis</i> Current Event Due (Last Name U-Z)
Week 15	11/23: Chapter 17	11/25: Happy Thanksgiving! No Class
*Week 16	11/30: Chapter 18	12/02: Chapter 19
Week 17	12/07: No Class (Study Day)	12/09: Chapter 19 & Final Review
Finals Week:	Final Exam: Tuesday, December 14th, 3:30 – 6:30 p.m. (Chapters 15, 17, 18, & 19)	

* Possible quiz during that week

