

**TXMI 3210
FUNDAMENTALS OF FASHION MERCHANDISING**

SPRING 2003
3 CREDITS
8:00-9:15 A.M. TUESDAYS & THURSDAYS
110 DAWSON HALL

INSTRUCTOR: DR. SOYOUNG KIM
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OFFICE HOURS: 9:15 A.M. -12:00 P.M. TUESDAYS & THURSDAYS
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COURSE OBJECTIVES

1. To acquire a basic understanding of the nature of fashion.
2. To analyze the economic, sociological, and psychological factors importantly affecting contemporary fashions.
3. To gain an understanding of the basic forms of business ownership, of how businesses are organized and expand, and of the importance of fashion businesses to the economy.
4. To study the history and development of the various segments of the fashion industry and to examine the unique and complete interdependency of these segments as well as trends in industry.
5. To gain an understanding and appreciation of the purposes served by foreign and domestic markets, and to examine
6. To develop a more comprehensive understanding of both primary and secondary fashion markets.
7. To determine the scope of jobs in the fashion business and how the student can prepare for entry-level jobs and plan careers.

REQUIRED READINGS

Stone, E. (1999). The Dynamics of Fashion. New York: Fairchild.

Agins, T. (1999). The end of fashion: How marketing changed the clothing business forever. New York: HarperCollins. (Call# HD9940.A2A351999; available from the Reserve Desk)

STUDENT RESPONSIBILITIES

A. EXAMS

There will be **4 term exams and the final**. Failure to take an exam will result in a “0” for each exam missed. The exams will consist of 40 multiple-choice and true/false questions. The exams will cover material from readings and lectures. Dishonesty on exams will be handled in a manner consistent with the University’s policy and penalties. Dates for the term exams listed on the syllabus are tentative dates. Actual dates may move forward or backward by one or two class periods depending upon our progress covering the course content.

The final exam will be **Tuesday, May 6, 2003, 1:00-2:00 p.m. The final is not required.** Only those who wish to bring their grade up should take the final.

Make-up exams: Taking a make-up exam is a privilege, not a right, and will be granted only in rare circumstances. Make-up exams will be available only when absence from the scheduled exam time can be justified with appropriate documentation. Examples of such documentation are medical confirmation and team travel authorizations. Make-up exams will not be given before the regularly scheduled exams. It is expected that students confronting circumstances which may result in missing a regularly scheduled exam will contact the instructor as soon as possible. This normally means before the exam time. Don’t wait a week or so after the exam to contact the instructor. When this happens, or when someone misses an exam for an undocumented reason, the result will be “0” points for that exam. The make-up exam will be administered at a date and time to be determined by the instructor.

B. ACTIVITY JOURNAL

There will be a minimum of five, but no more than ten, in-class activities. Timing is at the instructor’s discretion based on lecture topic and class time availability. These will be given at random times throughout the semester and some assignments may need to be completed outside of class time. You will keep a journal of these assignments that reflect **individual effort** and turn it in **by 9:15 a.m., April 24 (TH)** to receive a journal grade (see Course Policies #2 for late assignments). Students who copy someone else’s work, even slightly, will be penalized. If you are absent on the day of a class activity, you must pick up an activity sheet for that day’s classroom session from the ‘class activity’ folder attached outside of my office. If no more copies are available, you must photocopy the instructions and questions or create a typed copy of your own. You are responsible for finding a classmate from whom you can copy the pertinent material. All answers must be your own and all materials need to be typed. Your journal will be graded on:

<u>Completion of each activity or assignment</u> (3 pts. off for each assignment missed)	20 pts.
<u>Quality</u> (good = 10; average = 7; below average = 4; not acceptable = 0)	10 pts.
<u>Organization & readability</u> (good = 10; average = 7; below average = 4; not acceptable = 0)	10 pts.

C. TERM PROJECT

There will be one term project. You will select from the following options your choice of written project. It is to be neatly typed, double spaced, and approximately 5-8 pages in length not including photos or illustrations. Note that I have different deadlines for different projects.

Grading will be based on completeness of information, logical arrangement of information, use of the correct format, correct documentation, and depth of research as well as writing clarity and skills.

<u>Written report</u>	
Research/analysis	20 pts.
(excellent = 20; good = 17; average = 14; below average = 11; not acceptable = 0)	
Writing	10 pts.
(good = 10; average = 7; below average = 4; not acceptable = 0)	
<u>Oral report</u>	24 pts.

Under no circumstances will cheating, falsification, copying of another's assignment and/or plagiarism be acceptable. Should this happen, the students will be notified, and appropriate action will be taken as outlined in the UGA student handbook:

“All students are responsible for maintaining the highest standards of honesty and integrity in every phase of their academic careers. The penalties for academic dishonesty are severe and ignorance is not an acceptable defense.”

CHECKLIST FOR YOUR TERM PROJECT

1. Whenever another person's ideas or words are presented, the original author must be given credit. Any use of another person's work without appropriate citation will be considered plagiarism. Submitting work that is not your own is also plagiarism (See Attachment A). Students who plagiarize the entire assignment will be reported to the University Academic Dishonesty Committee [note: This policy also applies to the Activity Journal] and those who do use inappropriate and inconsistent citations will receive a deduction of up to 10 points.

Those who cut and paste certain information from an Internet source without any modification will also be penalized even when they state where the information comes from.

Please make sure that you used citations throughout the paper.

- Even one missing citation -- plagiarism applies!!!
- Citations must be written in a **recognized style and format** (e.g, APA, MLA, Chicago, etc.) (for further information, visit “<http://www.libs.uga.edu/infolit/usinginfo/citations.html>”)

2. Proofing and spell checking are required. Please remember that writing clarity and skill does contribute to your grade. Points will be deducted for spelling errors, faulty word usage, incomplete sentences, sloppy appearance, and etc.
3. You must thoroughly edit your paper before you give it to me. **Headings are required** to guide the reader through the maze of ideas. Does the content match the heading? All topics of equal importance have the same level of heading throughout a manuscript.

Example 1:

	The Gap
Target market	
Merchandise	
Store design	
	Rich's
Target market	
Merchandise	
Store design	

Example 2:

	History of Wedding Dress
17th century	
18th century	
19th century	
20th century	
	Basic Styles of Wedding Dress
A-silhouette	
Bustle style	
sheath style	
...	
	Current Trends in Wedding Dress
Pale blue	
Elegant lace	
Ball gown	

4. Avoid direct quotations:
 - Need to give page number(s) when using a direct quotation
 - Paraphrase if possible, and don't overuse direct quotations
 - A one-sentence quotation within your text should always be introduced with a clause of your own.
5. Those who write a fashion designer profile or a product trend analysis must use **a minimum of 3 different types of sources** [Internet sites, newspapers, books, interviews, etc.]. For those who choose to a fashion-designer report, I recommend that you use a book entitled, "Who's who in Fashion," by Stegemeyer (call#TT505 .A1 S74 1996). It is available at the main library. When you turn in your report, **you need to turn in your sources (entire articles)** as well as your **bibliography**.
6. Issues related to the format of your paper:
 - Number pages. Don't try to fool me with wide margins and large fonts. Use 12 point Times Roman or Times New Roman and a 1" margin on all 4 sides.

Option 1: Fashion Designer Profile

Select an influential contemporary American or International designer who is active today. Write a report including:

- a) brief biographic information on the designer
- b) description of some unique/different styles that he/she is known for.
- c) photos/copies or illustrations of the style/designs that made him/her famous (at least 2 photos)
- d) description of the target market he/she typically designs for (age, income level, sex, etc.)

e) discussion of his/her marketing strategies (e.g., have they licensed their name for products on the market? Are they known for couture or off the rack fashion, or both?)

You should not use designers profiled in the Fashion Focuses in the text (Donna Karan, Ralph Lauren, Jennifer Barclay, Tommy Hilfiger, Josie Natori). Also excluded are: Betsey Johnson, Bill Blass, Calvin Klein, Georgia Armani, and Yves St. Laurent.

You must use **a minimum of 3 different types of sources** [Internet sites, newspapers, books, interviews, etc.] and submit your sources as well as bibliography when turning in your paper.

Your written report must be turned in **by 9:15 a.m., Feb 6 (TH)** to receive a grade. You will also present an oral report on **either Feb 11 or Feb 18**. This will be a presentation of approximately 5 minutes. Your report on fashion designer will be graded on:

Written report

Research	20 pts.
(excellent = 20; good = 17; average = 14; below average = 11; not acceptable = 0)	
Writing	10 pts.
(good = 10; average = 7; below average = 4; not acceptable = 0)	

Oral report

24 pts.

FYI: Some of the designers presented previously include: Alexander McQueen, Anna Sui, Badgley & Mischka, Carolina Herrera, Dolce & Gabbana, Gianni Versace, Kate Spade, Liz Claiborne, Manolo Blainik, Marc Ecko, Michael Kors, Nicole Miller, Oscar de la Renta, Rei Kawakubo, Richard Tyler, Shean John, Stella McCartney, Tom Ford, Vera Wang, and Vivienne Westwood

Option 2: Apparel Store Analysis

Visit 3 men's OR women's apparel stores (one specialty store, one department store, and one discounter). Write a report including discussions of:

- target market: Identify the target market that they serve. Description of the target market must include both demographic and lifestyle characteristics.
- merchandise: Describe what styles, designs are carried by each store. Do they carry fads or classical styles? How does each type of store compare to one another in terms of price points and brand names? Do they carry national brands or mostly private labels?
- store design: Describe the store layout and atmospherics. How would you improve lighting, displays, visual merchandising techniques?

Your written report must be turned in **by 9:15 a.m., Feb 27 (TH)** to receive a grade. You will also present an oral report on **either Mar 4 or Mar 11**. This will be a presentation of approximately 5 minutes. Your report on fashion designer will be graded on:

Written report

Research	20 pts.
(excellent = 20; good = 17; average = 14; below average = 11; not acceptable = 0)	
Writing	10 pts.
(good = 10; average = 7; below average = 4; not acceptable = 0)	

Oral report

24 pts.

Option 3: Apparel Website Analysis

Study 4 different internet sites for men/women/children's wear fashions. Write a report including discussions of:

- brief descriptions of the companies and their product offerings
- website quality: Describe what format the web site used. Was it user-friendly? How easy/difficult was it to utilize the site (number of pages, returning to home page, etc. Did it include a "shopping cart" feature? How easy was it to obtain detailed information on items (sizing, color, wash/dry clean info, ordering info). Was there an email feature for questions/answers?
- target market: Who do you think the target market is for each of these sites? Description of the target market must include both demographic and lifestyle characteristics.
- suggestions for improvement: How would you improve the web site if it was yours?

Note: I suggest that you look into at least one pure online retailers.

Your written report must be turned in **by 9:15 a.m., Mar 13 (TH)** to receive a grade. You will also present an oral report on **either Mar 25 or Apr 01**. This will be a presentation of approximately 5 minutes. Your report on fashion designer will be graded on:

Written report

Research	20 pts.
(excellent = 20; good = 17; average = 14; below average = 11; not acceptable = 0)	
Writing	10 pts.
(good = 10; average = 7; below average = 4; not acceptable = 0)	

Oral report

24 pts.

Option 4: Product Trend Analysis

Select a broad category of fashion product such as jewelry, shoes, intimate apparel, eveningwear, sportswear, swimwear, wedding dress, and so forth. You can also choose any type of accessories but NOT purses/handbags. Then write an analysis that contains:

- short history of the industry with traced or copied illustrations of important styles
- examples of basic styles
- fall 2002 or spring 2003 fashion trends being shown in fashion publications (e.g., WWD, W, Vogue). Discuss new trends in terms of silhouettes, colors, fabrics, and prominent designers

You must use **a minimum of 3 different types of sources** [Internet sites, newspapers, books, interviews, etc.] and submit your sources as well as bibliography when turning in your paper.

Your written report must be turned in **by 9:15 a.m., Apr 10 (TH)** to receive a grade. You will also present an oral report on **either Apr 15 or Apr 22**. This will be a presentation of approximately 5 minutes. Your report on fashion designer will be graded on:

Written report

Research	20 pts.
(excellent = 20; good = 17; average = 14; below average = 11; not acceptable = 0)	

Writing 10 pts.
(good = 10; average = 7; below average = 4; not acceptable = 0)

Oral report 24 pts.

Evaluation for Oral Presentation (24 pts.)

	2 =	above average	
	1 =	average	
	0 =	below average	
1. Maintained eye contact with the audience and keeps their attention	0	1	2
2. Spoke clearly and slowly enough for the audience to understand	0	1	2
3. Used appropriate business vocabulary	0	1	2
4. Used visuals to support and illustrate information presented	0	1	2
5. Visuals used of appropriate size so that audience can see them	0	1	2
6. Visuals looked professional	0	1	2
7. Showed evidence of practice (i.e., did not simply "read" presentation off of a paper)	0	1	2
8. Information well organized, topic followed logically and well integrated	0	1	2
9. Stayed within the allotted time	0	1	2
10. Handled questions knowledgeably	0	1	2
11. Information was creatively presented	0	1	2
12. Were professionally dressed	0	1	2

Acceptable Substitution for Oral Presentation

In substitution for your oral presentation (worth 24 points), you may contact and invite a professional in fashion and related businesses as a guest speaker for this class. Possibilities for guest speakers include such personalities in the field as merchandising executives and junior-level retailer workers, other instructors, independent store operators, sales reps who cover your area, and so forth. If you are planning to arrange a guest speaker, please come and discuss with the instructor in advance.

OVERALL EVALUATION

Activity journal	40 pts.	GRADING SCALE
Term project	54 pts.	90% or above A
Four term exams (40 pts. each)	160 pts.	80% to 89% B
Final exam	<u>40 pts.</u>	70% to 79% C
		60% to 69% D
TOTAL	294 pts.	59% or below F
	(or 254)	

COURSE POLICIES

1. Late assignments: Students will hand in assignments on time. Any papers that arrive later the same day are 10% off; one day late are 25% off with an additional 10% for each additional day. No assignments are accepted more than one week late.
2. On-time attendance is mandatory. When you come in, please sign one of the attendance sheets located at the front of the room. At 8:15 a.m. I will replace the "on-time sign-in sheet" with the "late sign-in sheet." If you are late for class, please sign the "late sign-in sheet." Two lates = 1 absence. Students are allowed 6 absences with no questions asked. It is recommended that students use these absences only in cases of illness or family emergencies. More than 6 absences over the course of the semester will result in an automatic reduction of your final letter grade by one level. On your 9th absence, however, you will be considered not having satisfied the regular attendance policy and you will receive a grade of WF, unless you have documented circumstances of genuine hardship (e.g., hospitalization) in which case you will receive a grade of W. Students withdrawing from this course must notify the instructor prior to nonattendance in class. If you fail to show up for your oral presentation at scheduled time, you will receive "0" points for the presentation. The attendance policy will be enforced strictly.
3. To avoid distractions, if you have a cell phone or audible pager, please turn it off during class.
4. Special needs: Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should notify the instructor at the beginning of the semester (or at the time of the occurrence) to make necessary accommodations.
5. If you are going to arrive late to class, plan to sit near the edge of the room where you will disrupt as few of your colleagues as possible. If you know you are going to leave early, you should sit to the side where you will disrupt the class as little as possible. Please be mannerly.
6. The course outline is a guide. There may be times when it will be modified to accommodate the topics to be discussed.

SPRING 2003 SCHEDULE

DATE	TOPIC	EXAM, ASSIGNMENT DUE DATES
01/09	Course Introduction	
01/14-30	CH. 1 Nature of Fashion CH. 2 Environment of Fashion CH. 3 Movement of Fashion CH. 4 Business of Fashion	
01/09-14		E-mail me at skim@fcs.uga.edu (Subject: TXMI 3210; No message)
01/28		No class: conference
02/04 (TU)		<u>EXAMI #1 (CH. 1,2,3,4, & EF1)</u>
02/06 (TH) 02/11,18		Fashion Designer Profile Due Oral presentations
02/13-20	CH. 5 Textiles CH. 6 Leather and Fur	
02/25 (TU)		<u>EXAM #2 (CH. 5,6, & EF2)</u>
02/27-04/01	CH. 7 Product Development CH. 8 Women's Apparel CH. 9 Men's Apparel CH. 10 Children's Apparel	
02/27 (TH) 03/04,11		Apparel Store Analysis Due Oral Presentations
03/13 (TH) 03/25,04/01		Apparel Website Analysis Due Oral Presentations
03/18,21	No Class (Spring Break)	
04/03 (TH)		<u>EXAM #3 (CH. 7,8, 9,10, & EF 3,4)</u>
04/08-17	CH. 11 Innerwear, Bodywear, Legwear CH. 12 Accessories CH. 13 Cosmetics and Fragrances CH. 14 Home Fashions	
04/10 (TH) 04/15,22		Product Trend Analysis Due Oral Presentations

04/25-29 CH. 15 Global Fashion Markets
CH. 16 Global Sourcing and Merchandising

04/19 (TU)

EXAM #4 (CH. 11,12,13,14, & EF5)

04/24 (TH) 9:15 am

ACTIVITY JOURNAL DUE

05/06 (TU) 1:00-2:00 pm

FINAL EXAM (CH. 15,16, EF6,7)