

COLLEGE OF FAMILY AND CONSUMER SCIENCES
DEPARTMENT OF TEXTILES, MERCHANDISING AND INTERIORS

TXMI 3210
FUNDAMENTALS OF FASHION MERCHANDISING
Fall 2009 3 credits

Class Time: TTh 11:00- 12:15 pm

Dawson 312

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Office Hours: Tuesdays: 9: 00-10:30 and 5:00-6: 00 p.m.
Thursdays: 9:00-10:30; or by appointment

Required Text: Stone, E. (2008). *The Dynamics of Fashion*. 3rd Edition. New York: Fairchild Publications.

Supplement: One year subscription to *Vogue* magazine (or other fashion magazine of interest)

I. Course Description:

This is an introductory course that establishes the various product categories in fashion merchandising and the innovative processes that sustain the fashion business. In addition, this course also analyzes the business of fashion; how it is conceived, marketed, and sold. We will review the important domestic and international fashion resources, companies and personnel who impact the industry and study the trends and the power of fashion in society.

II. Objectives of the Course:

- 1) To acquire a basic understanding of the nature of fashion.
- 2) To analyze the economic, environmental, sociological, and psychological factors affecting contemporary fashions.
- 3) To review the historical development of apparel fashions.

- 4) To gain an understanding of the basic forms of business ownership and how businesses are organized and expanded.
- 5) 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.
- 6) 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.
- 7) To determine the scope of jobs in the fashion business and how students can prepare for entry-level jobs and plan careers.
- 8) **To improve communication and presentation skills** to enable students to have a competitive advantage in the fashion industry. Students are also expected to **improve their note-taking techniques and learn to differentiate between important and unimportant information**, which are necessary skills in the fast paced fashion industry.
- 9) To stay abreast of global current events and understand how those impact the fashion industry. Students are responsible for researching current events and sharing with their peers how these events impact the US society and the global community. Students are responsible to present their current events in the assigned time period of the semester.

III. Expectations for Students and Class Protocol:

1. You will be treated as a colleague in a professional setting. Your attitude, investment in the course and all related activities, treatment of fellow peers and the professor, and your work performance should reflect the level of professionalism expected in a work setting.
2. All work (group or individual) turned in will be assessed as if you were turning it into a professional office. Format, presentation, **grammar, and spelling** will be factored into the evaluation of your effort. In addition, **due dates on the syllabus are mandatory**. No exceptions will be made, even if the professor is out of town.
3. Students are strongly encouraged and **expected to participate in class discussions**. Active and thoughtful participation is worth 100 points.(See *Course Policies.*) **Being shy is not an acceptable excuse in the fashion business**. I will respect your thoughts and opinions even if they differ from my own. I also ask that you be respectful of your peers' opinions and my own. **A major part of your participation points will come from your current event presentation**. The way you present your current event will be evaluated as a mini-presentation. To get maximum points, you should research your topic and rehearse your presentation in advance. **Please, do not read your presentation. Memorize your main points and decide on the structure of your presentation ahead of time**. Under no circumstances should you go over 5 minutes. You need to provide the professor with a copy of the article you base your presentation on and prepare a brief handout for your peers (about 50 copies). You can also upload your handout on WebCT. However, in this case, you still need to give a copy of your handout to the instructor. You should state where the information comes from and in what sources you have also crosschecked the same or relevant information. Your current event

should be meaningful and should clearly explain how it impacts the fashion industry. **Make sure you are prepared to answer the question; “Why should we know/care about this?” “Why is this important?”**

4. **Class attendance is mandatory.** You are allowed up to 3 absences before points are subtracted from your final average. (See *Course Policies*).
5. Assignments are due at the **beginning of class** on the date stated on the syllabus and must conform to the APA 5th Edition publication manual. (See the last page or <http://www.holmescc.edu/library/APA%20Documentation%202.html> for help) Assignments turned in past 5:00pm on the specified due date exemplifies lack of professionalism, therefore, will not be accepted. **Not citing sources is plagiarism.**
6. Students are responsible for all class meetings and materials, including **any information contained in the syllabus, or changes to the syllabus.** Students are expected to pick up instructional materials **on the day** the materials are handed out. Under no circumstances will I give out my notes.
7. Students are responsible for being on time and preparing for all class sessions. Readings must be **completed prior to class.** (This will be checked). Students must actively participate in class discussions and demonstrate that they have read the required text(s) **before class. This is necessary as we are covering a lot of material during a short time. You will NOT be successful in this class, if you expect to learn everything during the class meetings. You should come to class with your notes on each chapter and use the lecture only to review information that you have already read and add additional information I or your peers provide to your notes.**
8. Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
9. Students are responsible for seeking help when needed. **Help is NOT provided over e-mail. Use e-mail to communicate with me ONLY in extreme circumstances. Please, never use the WebCT e-mail feature as I do not check it on a regular basis. Use OFFICE HOURS to communicate with me.** I expect all of you to come and talk to me at least once during the semester. Start your visits early in the semester. Please note that **I am not available right before class.**
10. Opportunities for learning will occur in a variety of formats in this course, such as lectures, discussions, in-class activities, videos etc. Always take notes on all activities as you can be tested on all information, **including current events.**
11. Students are expected to raise questions/comment during lectures if something is unclear or if they have a pertinent illustration from their life experience or readings.
12. If assignments are not clear, please ask me about them **before class.** Frequently what puzzles one, puzzles others, too, and I can resolve concerns for everyone best, if I know about them prior to a class.
13. No discrimination of any kind — sexism, racism, ageism, etc. — will be tolerated in class.
14. It is your responsibility to keep up with your current points including: attendance, class participation, assignments, tests and projects etc.
15. **ABSOLUTELY NO CELL PHONES** (text messaging) or **FOOD.** Drinks, however, may be consumed. (Clean up if you spill). **Computers can be used ONLY for typing notes and only in the first rows. You will be sent out of class**

if you use the computer for not class related business and will be considered absent for that class period.

IV. Course Policies and Procedures:

1. On-time attendance is mandatory. Attendance and **active class participation** is expected and required. **Participation points are not given automatically**, you have to work for them. I will take attendance at the beginning of class. If a student comes in after attendance has been taken, **it is the student's responsibility to sign the attendance sheet** otherwise you cannot prove attendance at a later date. **Everyone is expected to attend class during presentations. Anyone not in class will have 50 points deducted from their group project grade, unless it is a documented emergency.**
It is very disrupting for students to come in late or leave early. Do not plan on attending class if you are **more than 15 minutes late**. Students will only get attendance points if the entire class period is attended. **There are no excused absences.** This includes sickness, car issues, weddings, family problems, interviews etc. Plan your absences wisely. **Excuse notes are irrelevant.** You will have points taken out of your final points in the following way:

0-3 absences	0 pts.	6 absences	-50 pts.
4 absences	- 30 pts	7 absences	-60 pts.
5 absences	- 40 pts.	8 absences	Fail

 On the 8th absence, the student will be considered not having satisfied regular attendance policy and will receive a grade of WF.
2. Taking a make-up exam is a privilege, not a right. Make-up exams will only be granted with proper documentation (medical) or in extremely unusual circumstances. Make-up exams must be scheduled within 2 weeks of the regularly scheduled test date. It is up to the student to contact me for a make-up exam.
3. Tests are not given early. Deadlines for all assignments have to be met.
4. If a student is late for an exam and someone has already completed and turned in the exam, s/he cannot take the exam and s/he will not be granted any credit.
5. **Under no circumstances will e-mailed assignments be accepted for credit.**
6. The tests will include multiple-choice, true and false questions, fill in the blanks, matching, short-answer essays and notes of discussion from lectures, the textbook, group project and current event presentations, videos and assigned readings. Short-answer questions must be answered completely — using details or examples, etc. — to receive full credit.
7. In-class activities occur throughout the semester. They are not all scheduled and are completed during class time. You must be vocal during these to receive the maximum of participation points.

V. University of Georgia Academic Honesty:

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work. The descriptions of the policy can be read at: <http://www.uga.edu/ovpi>. I expect and require that you adhere to

these rules. **I have zero tolerance for academic dishonesty.** You will not pass this class, if caught plagiarizing or cheating.

VI. Special Needs: Students who need special accommodations are responsible for working with the professor and the relevant University offices. Let me know immediately if you are disabled in any way, and/ or feel there is anything I need to know that might improve your learning environment. Also, let me know immediately, if an exam date falls on a religious holiday when you cannot attend class.

VII. Grading Scale: The plus/ minus system is the official grading system approved by the Board of Regents for a three year period. Final grades will be computed based on a total of 700 points. Below is the percentage distribution.

93% - 100%	= A
90% - 92%	= A-
87% - 89%	= B+
83% - 86%	= B
80% - 82%	= B-
77% - 79%	= C+
73% - 76%	= C
70% - 72%	= C-
60% - 69%	= D
00% - 59%	= F

Explanation of Grade Scale:

A: Represents achievement that is **outstanding** relative to the level necessary to meet course requirements.

B: Represents achievement that is **significantly above** the level necessary to meet course requirements.

C: Represents achievement that meets the course requirements in every respect.

D: Represents achievement that is worthy of credit even though it fails to meet fully the course requirements.

F: Represents failure and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an incomplete.

VIII. Grade Distribution:

Participation/ current event presentation	100 points
(Current event articles are a significant but NOT the only portion of the participation grade. You must actively engage with all class activities to get maximum points.)	
Group Project	200 points
3 Tests @ 100 pts each (on average)	300 points
Final Exam	100 points

TOTAL: 700 points

IX. GROUP PRESENTATION AND PAPER

Total Points Possible: 200

Assignment Requirements: You will select from the options given (Fashion Designer Profile, Fashion Forecasting, Retailer Trend Report, Global Fashion Markets, Fashion Auxiliary Services and Innerwear). Your group (consisting of 3-4 people) will sign up for the projects in class. Please note that there are different due dates for different topics. The group project will consist of a written and oral report as well as group/class evaluations. **Do not plagiarize, I will check sources.**

Grading Criteria: Grading will be based on completeness and accuracy of information, proper format and documentation, **creativity, depth of research, writing skills, and clarity.** The group project is worth 200 points; 100 points for the group paper; 80 points for the oral presentation, and 20 points for the group evaluations. The written part of the project should be typed, double-spaced using 12 point font with approximately 5-8 pages in length **not including photos**, illustrations, works cited, or tables. **Do not go over the 8 page limits.** The oral presentation should be approximately 20 minutes in length and presenters should use PowerPoint. **Groups must supply me with a hard copy of slides used, before the presentation.** Also e-mail the presentation to all group members and have a copy saved on a flash drive or CD. Remember you are teaching the class for this day, so make your presentation interesting and visually compelling. Try to draw parallels between the course material and the content of your presentation. You will be evaluated on your group's ability to maintain the class's attention, speaking clearly, and using appropriate business vocabulary and visuals. Organization, creativity, professional dress, and ability to answer questions from both the class and the professor will also be evaluated.

Note: All groups must have a minimum of three different types of resources (internet, textbook, trade journals, magazines, interviews etc.). Cite them throughout the paper as well as on your reference page. The paper is due at the time of the presentation. ALL group members should read the final paper before it is handed in because everybody in the group is responsible for both the content and for handing in an error free paper. This project requires good organizational and time management skills. I advise that you start working on your projects as early as possible. You will likely need a couple of face-to-face meetings with your group members so start scheduling those as soon as possible.

Evaluations--- Group Analysis:

1. This should be completed individually and handed in **at the time of the group's presentation. No late evaluations will be accepted. If you are late with your evaluation 20 points will be deducted from your total individual points.**
2. Provide a brief, typed summary of each member's specific responsibilities and contributions to the group report and presentation.
3. Rate each group member's participation from 1 to 20 (20 being the highest).
4. What did you gain from this assignment and how will you integrate it into your future academic/ professional career?
5. If your peers evaluate your performance as satisfactory, you will get the 20 points. However, if they consider your performance as unsatisfactory, your points will be dramatically reduced.

Class Participation:

1. Everyone in your group is expected to attend class during presentations. Anyone not in class will have 50 points deducted from their final group presentation grade.
2. Ask questions after the presentation is over.
3. Please respect your classmates by arriving on time and giving them your full attention. **Take notes as information from presentations will be on the tests.**

Group Assignment Options:

I. Fashion Designer Profile (4 groups)

Presentation Dates: October 1 (Group 1 and Group 2); October 6 (Group 3 and Group 4)

Select two influential contemporary American or International designers from a list provided in class. If you prefer to do another set of designers because they seem to be important for us to know, discuss your selection with the instructor and obtain permission.

Produce a report including:

- Brief biographic information on each designer (about one paragraph each)
- Description or discussion of signature styles
- Photos/ copies / illustrations of styles or designs that made him/ her famous
- Description of designer's target market
- Discussion of designer's marketing strategies (where can you find the designs, do they have a licensed name, RTW or high fashion, etc.)
- How has designer's designs changed over the years (due to different target markets, current events, etc.)
- Compare and Contrast the designers and draw conclusions.

II. Fashion Forecasting (3 groups)

Presentation Dates: October 29 (Group 5); November 3 (Group 6 and Group 7)

Select and study an evolving or current trend in fashion apparel, accessories, or beauty products. **(You need to get my approval on your trend item by September 8th)**. You must turn in your group's # and the names of the members in your group along with a magazine picture showing the item. First come, first served. Produce a report including the following:

- Brief overview of a fall trend and what various fashion forecasters say about this trend. (Use style.com, fashion magazines, etc.)
- Describe in detail how your specified trend has evolved. What is its current status in the fashion trend cycle? Why?
- Who (designers or celebrities) or what (lifestyle, cultural group, etc.) has influenced this particular trend? Why?
- What should we know about this apparel category? (History, important producers, product types etc.)

- What are some features and benefits of the apparel or product?
- Who is the target market for this trend? What types of retailers are selling this trend item (department stores, specialty stores, or discount stores)?
- Based on your group's research, what is your prediction for this trend's success in the fashion market? **Support your prediction with visuals.**

III. Retailer Trend Report (2 groups)

Presentation Date: November 17 (Group 8 and Group 9)

Your group will select two retailers from a list of local retailers. Your group's job is to analyze and evaluate the retailers' selections based on your groups' assessment of fall trends. Write an analysis that contains the following:

- A brief background on the product mix and assortment of the two retailers. Similarities and differences of the two retailers. (At least 2 resources are needed).
- Descriptions of styles (need to be specific and provide details), preferably, with pictures (if the retailer lets you take pictures; please ask first).
- Who is the retailer's target market? (gender, age, income level etc.)
- How do the retailers' offerings compare to what you have seen in fashion magazines?
- What is missing from each retailer's merchandising mix? What did each retailer do well?
- Describe each retailer's visual merchandising strategy. How is each retailer promoting the trend items? (Signage, give-aways, contests, commercials, etc.) Provide examples.
- Speak with the store manager or a seasoned sales associate to determine the stores' "hot" items. Also, what trend is not selling well for that particular retailer? What is their or your reasoning?

IV. Various topics:

I. Innerwear (Group 10)

Presentation Date: October 22

Your group will read Chapter 12 in *The Dynamics of Fashion* and teach the class on the material. You will also need to do additional research to complement the information contained in the chapter. Because you are teaching the entire chapter your presentation should take longer than the usual 20 minutes but not longer than 30 minutes. Your paper will provide a brief overview of the different types of innerwear, their importance, what technological innovations have been used to make them etc. **Prepare a comprehensive handout on your findings for your peers (50 copies).** When you write your analysis you might want to consider the following (among other things):

- History and development of innerwear in the US.
- Types of innerwear, most important brands for men and women. Price ranges, materials used, occasion of use, user groups etc.
- Marketing of innerwear.
- Why is innerwear particularly important today?
- Retailing innerwear.
- Other things (what you consider important).

II. Global Fashion Markets (1 group)

Presentation Date: November 19 (Group 11)

Your group will read Chapter 16 in the *Dynamics of Fashion* and teach the class on the material. Besides reading the chapter you are also required to do additional research on the most important global fashion markets nationally and internationally as well. First, discuss the most important US markets (New York, Los Angeles, Chicago, Miami etc.). Next, discuss the most important European markets (Paris, London and Milan). Also consider the most important Asian, African, Australian, Latin American fashion markets and the emerging European markets as well. Introduce your peers to essential market terminology, the history of the most important market centers and detail what services such centers usually provide. Do additional research on the Atlanta Mart. Because you are teaching the class the entire chapter **and more** your presentation should be longer than the usual 20 minutes, but not longer than 30 minutes. In your paper discuss the importance, role and services provided by the various fashion markets and summarize your research findings.

Prepare a comprehensive handout on your findings for your peers (50 copies). When writing your paper you might want to consider the following (among other things):

- Introduce the most important market terminology: what is the difference between market, mart, market center etc.?
- What are the services the different markets provide?
- Talk about the history of the most important fashion markets and discuss their major characteristics. Compare and contrast them.
- Explain why we should take a note of the lesser known international fashion markets as well.
- Introduce the Atlanta Mart to your peers.

III. Fashion Auxiliary Services (1 group)

Presentation Date: November 19 (Group 12)

Your group will read Chapter 20 in *The Dynamics of Fashion* and teach the class on the material. Besides reading the chapter you are also required to do additional research on the main domestic and international fashion resources that support and enhance all the other levels of the fashion industry. (Look for information that the chapter does not discuss, but you think we should know about.)Introduce your peers to the most important websites, trade journals, fashion magazines, consumer publications, broadcast media etc. Because you are teaching the

class the entire chapter your presentation should be longer than the usual 20 minutes, but not longer than 30 minutes. In your paper briefly explain the role of auxiliary services and discuss how and why these resources provide information to fashion producers and retailers.

Prepare a comprehensive handout on your findings for your peers (50 copies). When writing your paper you might want to consider the following (among other things):

- Describe the different fashion auxiliary services offered by the media.
- Discuss the activities of advertising, publicity and public relations agencies.
- What is the role of visual merchandising services? How is visual merchandising changing these days?
- What types of information resources are available to people employed by the fashion business/industry?
- Which are the main buying, merchandising, and product development organizations which we might want to know about?
- What surprised you? What good resource did you find?

TXMI 3210 Course Schedule –Fall 2009

The course syllabus is a general plan for the course; deviations announced to the class by instructor may be necessary.

TUESDAY	THURSDAY
August 18 Introduction & Syllabus Assignment: Bring a “1x1” photo of yourself to next class	August 20 Chapter 1 Group Projects Sign-up
August 25 Chapter 1 (continued) Current event presentations begin	August 27 Topic Sign-up finalized Chapter 2 Video: Val-Mart or other film
September 1 Chapter 2 (continued)	September 3 Chapter 3
September 8 Chapter 3 (continued)	September 10 Chapter 4
September 15 Chapter 4 (continued)	September 17 TEST 1 (Chapters 1-4 & current events, videos)
September 22 Chapter 6	September 24 Chapter 7
September 29 Chapter 7 (continued) Video: 7th Avenue, America’s Fashion Capital	October 1 Group Oral Presentations Group 1 and Group 2 & Class evaluation of presentations
October 6 Group Oral Presentations Group 3 and Group 4	October 8 Chapter 8
October 13 Chapter 8 continued Video: She is Nobody’s Baby or other film	October 15 TEST 2 (Chapters 6-7-8 & current events, group presentations, video)
October 20 Chapter 9 Class Discussion: Dress Discrimination	October 22 Chapter 12 Group Oral Presentation Group 10

October 27 Chapter 13	October 29 Group Oral Presentation Group 5 Catching Up
November 3 Group Oral Presentations Group 6 and Group 7	November 5 Catching Up
November 10 TEST 3 (Chapters 9-12-13, current events, group presentations, video)	November 12 Film Chapter 16
November 17 Group Oral Presentations Group 8 and Group 9 current events	November 19 Chapter 20 Group Oral Presentations Group 11 and Group 12 Video: Killing Us Softly
December 1 Film and catching up, current events	December 3 Last Class Video and Class Discussion on Multiculturalism: Retailing to Minority Consumers
Final Exam	December 11 12:00-3:00 p.m.

**TXMI 3210- Fundamentals of Fashion Merchandising
Spring 2009**

Keep Track of Your Points

Attendance:

Days Missed (3 or less)

DAY _____

DAY _____

DAY _____

Points deducted: _____

Participation

a) Thoughtfully chosen “current event” articles and professional presentation. **Timely** presentation of current events.

b) Quality discussion and active participation in all class activities.

c) Professional questions

d) Professional answers to questions

Total: _____ (100 pts)

Group Project

_____ (200 pts)

Exams

(400 points total)

Exam 1 _____ (100 pts)

Exam 2 _____ (100 pts)

Exam 3 _____ (100 pts)

Final Exam _____ (100 pts)

Total: _____(600) pts)

TOTAL:

**700
points**

