

Delta State University  
College of Education  
Division of Family and Consumer Sciences  
**COURSE SYLLABUS**

**FCS 484**  
**Fall 2010**  
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**Professor: Dr. Jan Haynes**  
**Ewing 111; 846-4322**

**Course Description**

**FCS 484 Fashion Promotion.** Principles and techniques of effective visual presentation, advertising and publicity in merchandising of apparel and related items; application of procedures used in planning, evaluating and directing effective sales promotion activities. Fashion show production. Lecture 2 hours, lab 2 hours. 3

**Course Objectives. At the completion of the course the student will be able to:**

1. Identify the role apparel promotion plays in movement of merchandise from manufacturer to ultimate consumer.
2. Identify promotion processes and activities that relate to marketing communications in the fashion industry.
3. Establish criteria for analysis and evaluation of a variety of promotion activities-- advertising, publicity, merchandising presentation, and special events.
4. Identify trends in promoting apparel from the standpoint of manufacturers and retailers.
5. Develop a sales promotion plan for a retail store.
6. Indicate ways to increase sales and profits for a retail store through promotion of store and merchandise.

**Required Texts**

Swanson, K.K. & Everett, J. C. (2007). *Promotion in the merchandising environment* (2nd ed.). New York: Fairchild. 1-56367-551-5  
Pegler, M. M. (2006). *Visual merchandising & display* (5th ed.). New York: Fairchild.

**Subject Matter to be Studied**

Marketing and Promoting Apparel  
The Role of Marketing Communications  
Apparel Promotion Strategies  
The Role of Merchandise Presentation  
Sales Promotion Plan  
Tools and Techniques of Visual Presentation  
Media Mix

**Major Student Activities**

Test  
Exam  
Sales Promotion Plan  
Merchandise Presentation Activities  
Sales Promotion Activities  
Fashion Show

### **Presentation Methods**

Lecture (40%); Labwork (30%); Class discussions (30%).

### **Tentative Grade Chart**

<u>Activities</u>	<u>Possible Pts.</u>
Tests	100-200
Exam	100
Special Event	150
Promotion Analysis	100
Merchandise Presentation Activities	100
Sales Promotion Activities	100-150
Trends Booklet	25
Class Participation	<u>25</u>
	700-850

Assignment sheets for each of the above activities will be given to students. These assignments sheets will contain complete information and requirements for each activity. All assignments/points are tentative and subject to change.

The following Grading Scale will be used:

A	94-100
B	84-93
C	74-83
D	65-73
F	below 65

### **Collateral Reading**

Selected articles and secondary materials will be assigned and discussed throughout the semester.

### **Attendance**

- Class attendance is required and expected. University policy will be followed in determining a student's eligibility to pass the course as related to absences (total of both excused and unexcused absences). A maximum of 7 cuts is allowed for this class which includes both excused and unexcused absences
- Three tardies or early departures constitute one absence.
- Excused absences should be cleared with the instructor in advance whenever possible.
- Absences will reduce the potential points for class participation and the maximum grade that a student can receive for the course. One cannot participate in a class if he/she is absent.
- Sleeping through class counts as an unexcused absence.

### **Class Assignments**

Any assignment made in class will have a designated due date. Assignments should be prepared using word processing. University computer labs are available for student use. APA style should be used. Assignments must be turned in at the beginning of class on the scheduled dates. Anyone absent for authorized university travel should turn in work before leaving campus. Late work will receive point deductions.

### **Policy Statement for Written Assignments**

The teaching of writing as a subject matter is the responsibility of the Department of English; however, the Division of Family and Consumer Sciences advocates that writing assignments such as laboratory write-ups, explanations, and evaluations are appropriate for courses in Fashion Merchandising. The Division consequently expects that students will construct writings that are grammatically accurate, appropriately organized, specifically developed, and correctly spelled. Written assignments will be typed using appropriate software.

### **General Information**

- No test will be given early or late except for illness or an official school function. If you are required to participate in a school sponsored function, indicate to the instructor in writing before the scheduled test. See the Division secretary to schedule the test. If you are ill, the instructor must be notified **before** the exam time.
- If you have questions about your evaluation on any paper, project or test, please make an appointment with the instructor to go over the grade.
- **Keep all papers returned to you and record your grades so you can know how you are doing at any time during the semester.**
- **If you are absent, please have someone designated to pick up any handouts for you.**
- **Keep electronic and hard copies of projects for your FCS 447 portfolio.**
- **Labs or group work cannot be made up**
- No make-up work is allowed for unexcused absences
- Make-up work will be due within a week of the excused absences unless other arrangements are made in advance. The student is responsible for obtaining all make-up work, handouts and/or notes missed.
- All students must have a Blackboard ID.
- Assignments are due at the beginning of the class period on the due date. Assignments turned in after that time are late. Points will be deducted from late assignments. Assignments to be turned in through Blackboard must be turned in by the beginning of the class period for which they are assigned. It is the responsibility of the student to be sure that he/she can access Blackboard before the first assignment is due.
- It is the responsibility of the student to schedule make-up tests with the instructor and the secretary for excused absences within one week of an absence. If the student does not appear at the agreed upon time, and does not notify the secretary that he/she will not appear, another time will not be scheduled.
- Students should attend to any needs that can be anticipated during the class period **prior to coming to class.**
- Cell phones must be turned off during class. If an emergency call is expected, special arrangements can be made with the instructor at the beginning of the class.

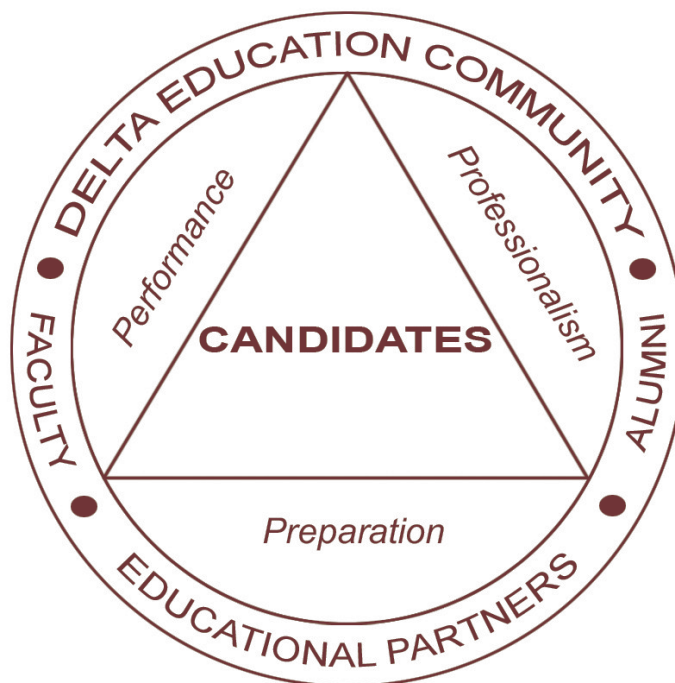
### **University Policy on Cheating and Plagiarism**

Cheating and plagiarism are not to be tolerated. If it is established beyond a reasonable doubt that a violation has occurred, instructors may determine the penalty, or may report the offense to the division/department chair and the dean of their school. The usual penalty involves a grade of zero on the test, examination, or paper in question. If cheating or plagiarism is suspected, but not established beyond a reasonable doubt, the instructor may require the student to take another test or submit another paper. A second offense by any student should be reported immediately for more stringent action.

### **Accommodation of Disabilities**

It is the responsibility of students who have professionally diagnosed disabilities to notify the instructor so that necessary and/or appropriate modifications can be made to meet any special learning needs.

Delta State University  
 College of Education  
 Conceptual Framework  
 DELTA P<sup>3</sup> MODEL



**Vision:** The Delta State University College of Education promotes a vibrant educational community committed to preparing capable and confident candidates who can positively affect learning outcomes of students in the P-12 school setting. Appropriately illustrated by the Delta triangle, the model reflects candidate development through the triad of preparation, performance and professionalism, supported by the greater Delta educational community (faculty, educational partners, and alumni).

**Guiding Principles:**

1. **Education is a lifelong endeavor**, requiring an ever-expanding content knowledge base, a repertoire of skills, and a broad experience base. (GP1)
2. **Education is interactive and reflective**, a process that is accomplished through assessment and reflection of a collaborative nature. (GP2)
3. **Education is culturally contextualized**, requiring both an understanding and appreciation of the diversity of all individuals within the learning community. (GP3)
4. **Education is dynamic**, with change being driven by assessment data and the needs of all segments of the educational community. (GP4)
5. **Education is enhanced by technology**, infused throughout programs and services. (GP5)

**COLLATERAL READINGS - FCS 484**

Brannon, E. L. (2005). *Fashion forecasting* (2nd ed.). New York: Fairchild.

Diamond, J. & Diamond, E. (2007) *Contemporary visual merchandising & environmental design* (4th ed.) Upper Saddle River, N.J.: Pearson Prentice Hall.

Pegler, M. M. *Store windows that sell*. New York: Retail Reporting Corp.

Swanson, K.K. & Everett, J.C. (2008) *Writing for the fashion business* New York: Fairchild.

Current readings from Advertising Age, Apparel, Journal of Retailing, Journal of Promotion Management, Journal of Advertising, Stores, Visual Merchandising, WWD,