

Delta State University
College of Education
Division of Family & Consumer Sciences

FCS 246
Fall 2008

Instructor: Dr. Jan Haynes
Ewing 111; 846-4322

COURSE SYLLABUS

Course Description

FCS 246 The Fashion Industry. Organization of the fashion business; current trends in fashion, fashion acceptance and change. Lecture 3 hours. 3

Course Objectives

Upon satisfactory course completion, the student will:

1. Understand the apparel industry, which is a major segment of the U.S. economy, related to its economic importance and its merchandising practices.
2. Be able to analyze the various facets of the fashion business related to the interrelationships of the many industries and services that comprise the industry.
3. Comprehend the globalization of the apparel industry.
4. Be able to identify the role of fashion authorities and practitioners as they interface with the ultimate consumers.
5. Be able to evaluate the current status of the children's, women's, and men's apparel industries.
6. Know the characteristics of the different types of retail operations that merchandise apparel.
7. Know the responsibilities of a variety of positions in the fashion industry.

Text

Frings, G. S. (2008). *Fashion: From concept to consumer* (9th ed.). Upper Saddle River, N.J.: Pearson/Prentice-Hall.

Subject Matter to be Studied

1. Business of marketing fashion
2. Principles of fashion
3. Women's, children's, and menswear industries
4. Fashion accessories
5. Apparel imports
6. Foreign fashion producers
7. Retailers of fashion
8. Auxiliary fashion enterprises

Attendance

A maximum of seven absences is allowed for this class, which includes both excused and unexcused absences. A student's grade may be lowered with each successive absence. If the number of absences exceeds that allowed by University policy, the student will receive an "F". **THREE TARDIES WILL EQUAL ONE ABSENCE. Sleeping during class counts as an unexcused absence.**

Major Student Activities

1. Prepare for concepts discussed in class by reading all assigned materials.
2. Participate in class discussion.
3. Report on current trends in the apparel industry.
4. Analyze how demographics affect the fashion industry.
5. Research an apparel designer's philosophy on creating garments to meet needs and wants of customers.
6. Identify career goals.

TENTATIVE Evaluation:

<u>Activity</u>	<u>Possible Points</u>
1. Class Discussion and Reports/Projects	50
2. Designer Research Report	100
3. Career Projection Report	50
4. Tests	200
5. Exam	100
6. <u>Class Notebook</u>	<u>25</u>
TOTAL POSSIBLE POINTS	525

Assignment sheets for each of the above activities will be given to students. These sheets will contain complete information and requirements for each activity.

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 written 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. All written assignments must be completed using appropriate software.

General Information

1. All assignments must be turned in at the BEGINNING of the class period on the day the assignment is due. LATE PAPERS/PROJECTS WILL NOT BE ACCEPTED. If you plan to be absent because of an official school function such as a field trip, turn in assignment before you leave the campus.
2. No tests 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 in writing at least one week before the scheduled 100 pt. test.
3. If you have questions about your evaluation on any paper, project or test, please make an appointment to go over your grade.
4. Keep all papers returned to you and record your grades so you can know how you are doing at any time during the semester.
5. **Please have someone pick up all handouts for you if must be absent.**
6. **Keep a hard copy and a electronic copy of written assignments for possible use in your FCS 447 portfolio. This is very important!**

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 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. Papers will be checked for plagiarism.

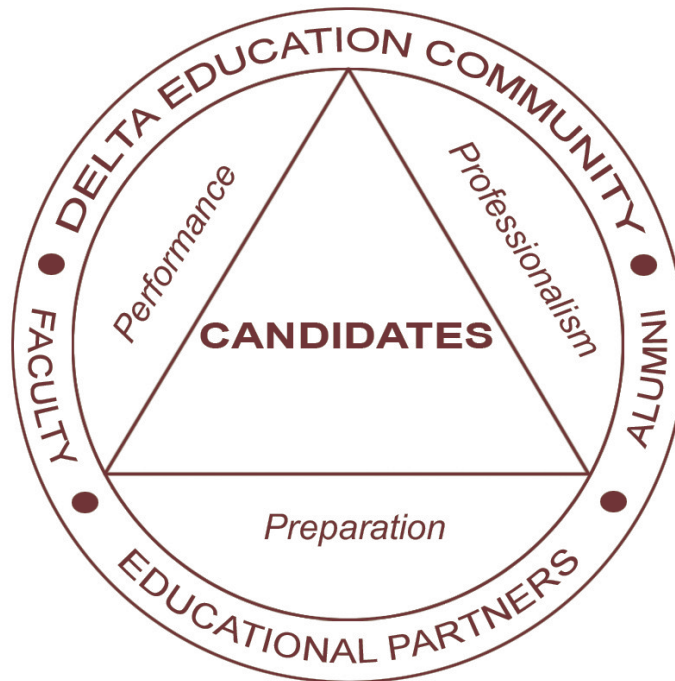
Accommodation of Disabilities

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.

Grading Scale

94-100	A
85-93	B
75-84	C
65-74	D
73 and below	F

**Delta State University
College of Education
Conceptual Framework
DELTA P³ 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 READING

Books

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

Diamond, J. & Diamond, E. (2008). *The world of fashion* (4th ed.). New York: Fairchild.

Diaz, L. P. (2008). *Core concepts in fashion*. New York: McGraw-Hill/Irwin.

Frings, G. S. (2008). *Fashion from concept to consumer* (9th ed.). New Jersey: Prentice Hall.

Paulins, V.A. & Hillery, J.L. (2005). New York: Fairchild.

Sternquist, B. (2007). *International retailing* (2nd ed.). New York: Fairchild.

Stone, E. (2004). *The dynamics of fashion* (2nd ed.). New York: Fairchild Publications.

Trade Publications

Stores

Women's Wear Daily

Apparel

Visual Merchandising and Store Design

Dr. Jan Haynes FCS 246 Tentative Schedule**Fall 2008****Note: All dates are tentative and subject to change****MW 11-12:15**

<u>Class Dates</u> <u>Assignment</u>	<u>Topics</u>	<u>Reading</u>
Aug. 18	Overview	Ch. 1
Aug. 20	Business of Marketing Fashion;	Ch. 1, 2
Aug. 25	Library (tentative)	
Aug. 27	Principles of Fashion	Ch. 1, 2
Sept. 1, 3, 8, 10	Fashion through the Decades	Ch. 1, 2
Sept. 15, 17, 22	Materials of Fashion	Ch. 5, 6, 7
Sept. 24	Exam I	
Sept. 29, Oct. 1, 6	Globalization	Ch. 8, 10
Oct. 8, 13	Career Projection Reports due Oct. 8 Oral reports	
Oct. 15, 20, 22	Women's and Children's Apparel	Ch. 3, 10
Oct. 27, 29	Menswear Industry	Ch. 3, 10
Nov. 3	Exam II	
Nov. 5, 10	Designer Reports; Written reports due Nov. 5; Oral as assigned Nov. 5, 10	
Nov. 12, 17	Accessories	Ch. 11
Nov. 19, 24	Retailers	Ch. 12, 13
Dec. 1, 3	Auxiliary Fashion Enterprises	Ch. 14, 15
Final Exam	Wed., Dec. 10 - 3 p.m.	