

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

FCS 311 Apparel Analysis
Spring 2008

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COURSE SYLLABUS

Course Designation

FCS 311 Apparel Analysis. Factors affecting customer satisfaction, motivation and behavior in the area of ready-to-wear apparel. Principles of clothing construction. Limited field experience. Lecture 3 hours. 3

Course Objectives

1. Establish a framework for examining how consumers evaluate quality and value in apparel from both the functional and aesthetic aspects.
2. Identify quality control methods used by apparel manufacturers in an effort to produce apparel that meets consumer expectation.
3. Identify the major responsibilities of the three divisions of an apparel manufacturer-- design, production, and sales divisions.
4. Identify the significance of informative labels, both mandatory and voluntary, on apparel from the viewpoints of both consumers and manufacturers.
5. Examine styles and details that enhance the aesthetic and functional performance of garments.
6. Identify and evaluate the elements of good fit for individuals with average figures as well as individuals with special needs.
7. Identify fundamental concepts of consumer demand and fashion change related to decision making strategies of manufacturers, retailers and consumers.
8. Delineate major concerns facing consumers and consider how these concerns affect purchasing habits of consumers which in turn affect fashion marketing decisions of manufacturers and retailers.
9. Examine the globalization of the fashion industry. Review the reciprocal relationships of diverse cultures and fashion.

Text

Brown, P. & Rice, J. (2001). *Ready-to-wear apparel analysis* (3rd ed.). New Jersey: Merrill.

Subject Matter To Be Studied

1. Apparel product performance and quality
2. Apparel product standards and specifications
3. Selection of fabrics and findings
4. Apparel product costs and profit
5. Organization of apparel manufacturing firms
6. Influences on fashion and consumer acceptance
7. Fashion change and consumer acceptance
8. Fashion research and analysis
9. Design development of an apparel line

Major Student Activities

2

Tests/Exam

Class Discussion

In-Depth Report on Apparel Manufacturer

Presentation Methods

Lecture (60%); Class discussion (20%); Audiovisual materials (20%).

Technology

All written assignments must be completed using appropriate software. Be sure to keep a disk copy of all materials submitted. Lecture material is often presented on Powerpoint. The internet is a primary resource for many class materials. The instructor must receive your local email address by the second class meeting. Much correspondence is handled via the computer.

Supplemental materials are also sent to your email address. Be sure to check email regularly prior to class. Stock quotes for the company you are researching will be tracked by you weekly via the internet. While technology is utilized for educational purposes, **electronic devices are not allowed during class time. 5 pts will be deducted for such use.**

Evaluation and Grading

<u>Tentative and subject to change</u>			
	<u>Assignments</u>	<u>Possible Points</u>	<u>Due Date</u>
1.	Class discussion; abstracts of readings; articles	25-75	
2.	Analysis of apparel products	100-125	
3.	Special written reports	50	
4.	Company Financial Report	100	
5.	Tests	200	
6.	Seam, trim & style portfolio	<u>100</u>	
	TOTAL POSSIBLE POINTS	575-650	

Collateral Reading

Selected materials will be assigned and discussed throughout the semester.

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 seven (7), which is University policy for a class that meets two times per week, the student will receive an "F." Sleeping through class counts as an absence. THREE TARDIES EQUAL ONE ABSENCE.**

Important Information

1. All assignments are due at the beginning of the class meeting on the date assigned. Late papers will not be accepted without documentation of extenuating circumstances. No assignments more than one week late will be accepted.
2. No test will be given early or late except for illness. The instructor should be notified prior to the exam. Cases involving long term illness will be considered on an individual basis. A makeup exam must be taken within one week of the original exam date. This is scheduled with the departmental secretary.
3. Three exams in one day is a special circumstance; each situation will be considered individually.

4. All written reports must be typed, footnoted, and carefully proofread! Your ability to communicate effectively is considered extremely important. You must be able to communicate ideas and concepts in both written and oral form.

HOW YOU SAY WHAT YOU SAY WILL ALSO BE GRADED.

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 reports and projects are appropriate for courses in Apparel Analysis. The Division consequently expects that students will construct writings that are grammatically accurate, appropriately organized, specifically developed, and correctly spelled.

5. Make an appointment with the instructor if and when you have questions regarding this class, your progress, etc.
6. **MAKE DUPLICATE COPIES (ELECTRONIC AND PAPER) OF ALL WRITTEN REPORTS THAT YOU SUBMIT!**

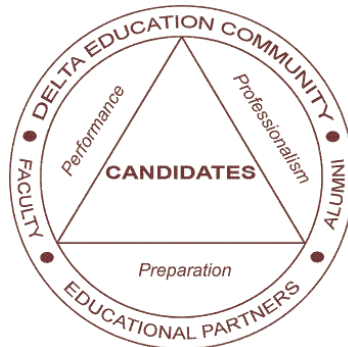
University Policy on Cheating and Plagiarism

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 college. 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.

COE Conceptual Framework



PERIODICAL REFERENCES

Apparel

New York Times

Stores

Wall Street Journal

WWD

any major newspaper