

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

FCS 389 (C70)
Spring 2011
17629

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COURSE SYLLABUS

Course Designation

FCS 389 Fashion Study Tour. Professional visits to apparel markets, retailers, manufacturers, and other professionals in the fashion industry. Pre- and post-seminar sessions in preparation for trips to New York, Dallas, Atlanta, and New Orleans. May be repeated for 1-3 hours for tour to a different city. Maximum 6 hours. 1-6

Course Objectives

1. Emphasize the social and economic importance of the fashion industry in major apparel centers, the U.S. and abroad.
2. Identify the varied career opportunities in the fashion industry and to develop an understanding of the duties, responsibilities and training needed for each career.
3. Provide the opportunity to interact with professionals in the fashion industry and gain insight from their personal perspectives.
4. Become familiar with major U.S. and foreign textile and apparel centers.
5. Provide the opportunity to observe how new technologies are changing the designing, manufacturing, buying, selling, marketing, packaging and display of fashion merchandise.
6. Compare various types of retail organizations and the visual merchandising techniques used by each.
7. Examine the globalization of the fashion industry. Review the reciprocal relationships of diverse cultures and fashion.

Text

No text is required

Attendance Policy

Attendance will be taken at all scheduled DSU class times and New York field study appointments. **Attendance at all New York scheduled appointments is mandatory.**

Activities and Requirements

Assignments are designed for students to broaden their knowledge of the fashion industry, to acquire knowledge of current issues and trends in fashion, textiles and retailing and to gain insight to the week long visit to New York City.

Technology

All written assignments must be completed using appropriate software. Be sure to keep an electronic copy of all materials submitted. Lecture material is often presented on Power-point. 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. While technology is utilized for educational purposes, **electronic devices are not allowed during class time. 5 pts will be deducted for such use.**

Grading and Evaluation

A total of approximately 310 possible points may be earned in this course. Late assignments will be deducted 5 points for every day late.

Places to visit	20 points
WWD Current Issues and Trend Report	50 points
Attendance	
Class Meetings	30 points
New York Meetings	100 points
Appointment Report	35 points
Journal	<u>75 points</u>
	310 points

Note: All points are tentative.

The final course grades will be assigned according to the DSU grading scale.

A	94-100
B	85-93
C	75-84
D	65-74
F	64 and below

Course Outline

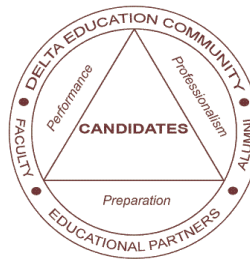
- I. **Pre-Program Seminar**
 Introduction to course.
 The global nature of the fashion industry.
 Contemporary issues in textiles, apparel manufacturing and retailing.
 Orientation to field study program.

- II. **Field Study Program**
 Scheduled appointments with textile and apparel manufacturers, retailers, buying offices, forecasting agencies, museums and other fashion auxiliary agencies.

COLLATERAL READING - FCS 389

Suggested Periodical References:

Apparel
Clothing & Textiles Research Journal
Journal of Retailing
New York Times
Stores
Wall Street Journal
Women's Wear Daily
 any major newspaper



COE Conceptual Framework

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 the 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.

TENTATIVE SCHEDULE
CRN 17629 FCS 389 (C70) New York Fashion Study Tour
Dr. Jan Haynes
Spring 2011

Jan. 14	Introduction Need list of all people who plan to attend; Send email address to jhaynes@deltastate.edu
Jan 28	Assignment: Places to visit report
Feb. 4	Initial deposits due (\$500); but no class
Feb. 18	Discussion (second payment due: \$600)
Mar. 11	WWD reports due; oral reports Balance of money due
April 15	Appointment reports Discussion of procedures— Very Important!!