

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

FCS 485
Spring 2011

Instructor: Dr. Jan Haynes
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FCS 485 Fashion Merchandising. Fashion from the social, economic and merchandising viewpoints; fashion markets, organization, structure of the fashion industry. Lecture 3 Hours. 3

Course Objectives

1. Identify the characteristics of different types of fashion retailers and learn the importance of each in the distribution of fashion merchandise.
2. Identify social and economic factors that have impact on the movement of fashion.
3. Define fashion terms that apply to the buying and merchandising of fashion.
4. Enumerate factors that influence people to purchase fashion merchandise.
5. Identify the major components involved in the business of merchandising fashion.
6. Enumerate the essential activities of store buyers dealing with the planning, buying, and selling of fashion merchandise.
7. Define characteristics of consumers and retail markets in terms of two factors--demographics and psychographics.
8. Investigate current issues in apparel merchandising.
9. Examine the globalization of the fashion industry.
10. Examine standards for ethical professional practices within the industry.

Text

Diamond, J. & Pintel, G. (2008). *Retail buying* (8th. ed.). New Jersey: Pearson Prentice Hall, Inc.

Subject Matter to be Studied

Fashion Concepts

Planning, Buying and Selling of Apparel/Fashion

Responsibilities of a Store Buyer

Fashion Stores and Retailers

Microcomputer Use in Apparel Retailing

Presentation Methods

Lecture 75%; Class discussion 25%.

Collateral Reading

Materials will be assigned and discussed throughout the semester.

Attendance Policy

Class attendance is required and expected. University policy will be followed in determining a student's eligibility to pass as related to absences.

Three tardies or early departures constitute one absence.

Excused absences should be cleared with the instructor in advance whenever possible.

There are a maximum of 7 absences allowed for this class, which includes excused and unexcused absences. An 8th absence will result in the student being cut out of the class, resulting in a failing grade. Sleeping in class or cell phone use is equivalent to one unexcused absence.

Evaluation and Grading

<u>Assignment</u>	<u>Possible Pts.</u>	<u>Due Date</u>
1. In-depth report on a selected apparel retailer	100	_____
2. Case studies/simulations	50	_____
3. Articles	50	
4. Tests (2)	200	_____
5. Exam	<u>100</u>	
TOTAL POSSIBLE POINTS	500	

Detailed information sheets related to these activities will be provided later in the semester.

General Information

- 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.
- No test will be given early or late except for illness or official school function. If you are required to participate in a school sponsored function, indicate to me in writing at least one day before the scheduled 100 point test. A makeup exam must be completed within one week of the original exam date. Schedule your makeup exam with the Division secretary.
- If you have questions about your evaluation on any paper, project or test, please make an appointment with me to go over your 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.
- Three exams in one day is a special circumstance; each situation will be considered individually.
- All written reports must be typed using a computer, 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 forms. 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 or projects are appropriate for courses in this class. The Division consequently expects that students will construct writings that are grammatically accurate, appropriately organized, specifically developed, and correctly spelled.
- KEEP A DUPLICATE (hard copy and electronic copy) OF ALL TYPED REPORTS THAT YOU SUBMIT!**

Communications

Students will have an active E-mail address and an Okra mail account and will check E-mail daily.

Notebook

A loose leaf notebook that accommodates 8 1/2" x 11" paper is required. This notebook be used for all handouts, notes, assignments, and most projects completed in this course. Section

dividers and other means of organization will be required.

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.

Assignment #1, 100 Possible Points

In Depth Report on a selected Retail Company

1. Turn in a list of five apparel stores you would like to research. Put your first choice and so on, on a sheet of paper and turn in.
2. **As soon as you know which store you will be researching, you need to start locating sources of current information from the library. Call or send immediately for annual report, and any other financial, historical, or publicity materials they might be willing to send you.** Note the date of your correspondence and be sure to follow up. Note the name of the person/place that you contacted.
3. Start tracking stocks; be prepared to report closing prices every Wednesday, beginning January 26. Keep a list of these to graph for your written report.
4. Evaluation is based on two parts:

Portfolio (written part)	80 Possible Points
Presentation (oral part)	20 Possible Points
5. Class presentation dates will be scheduled in April.

COLLATERAL READING - FCS 485Books

Clodfelter, R. (2008). *Making buying decisions: Using the computer as a tool, 3rd Ed.* New York: Fairchild.

Regan, C. L. (2008). *Apparel product design and merchandising strategies.* New Jersey: Pearson Prentice Hall.

Suggested Periodical References:

American Demographics

Apparel

Fortune

Newsweek

Stores

Business Week

Clothing & Textiles Research Journal

Forbes

Journal of Retailing

New York Times

Standard and Poor's Index

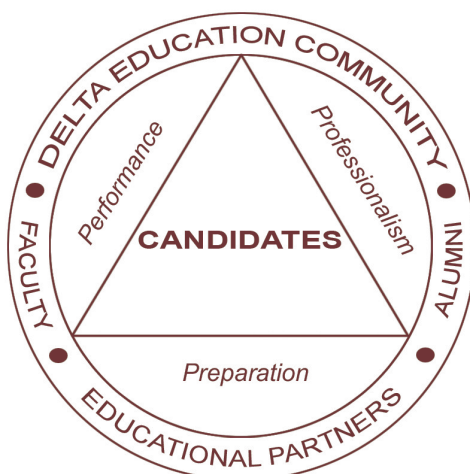
Time

W

Wall Street Journal

Women's Wear Daily

**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)

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M-W 1-2:15**

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TENTATIVE SCHEDULE

Jan. 12	Introduction	Chapter 1
Jan. 19	Chapter 1	Chapter 2
Jan. 24, 26	Chapter 2 Buying Function and Organization	Chapter 3
Jan. 31, Feb. 2	Chapter 3	Chapter 4
Feb. 7, 9	Chapter 4	Chapter 5
Feb. 14, 16	Chapter 5	Chapter 6
Feb. 21	Chapter 6	Chapters 7, 8
Feb. 23	Test I	
Feb 28, Mar. 2	Chapters 7, 8	Chapter 9
Mar. 9, 21	Chapter 9	Chapter 10
Mar. 23, 28	Chapter 10	Chapter 11
Mar. 30	Chapter 11	Chapter 12
Apr. 4	Chapter 12	Chapter 13
Apr. 6	Chapter 13	Chapter 14
Apr. 11	Test II	
Apr. 13	Chapter 14	Chapter 15
Apr. 18	Written Store Reports Due; Oral Reports	
Apr. 20	Oral Reports	Chapter 16
Apr. 25 Apr. 27	Chapter 16 Chapter 17, 18	Chapter 17,18
May 6	Final Exam, 8 a.m.	