

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES
FAMILY AND CONSUMER SCIENCE
FSC 266, FASHION IN SOCIETY
FALL 2007

INSTRUCTOR: Dr. Harriet Griggs

OFFICE: AB213

Office Hours: Monday, Wednesday, Friday
10:00 a.m. to 11:00 a.m.

(I will be glad to make an appointment with you if
you need to meet with me at a different time.)

OFFICE PHONE: (936) 294-4512

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COURSE DESCRIPTION:

This course defines fashion and describes how it is related to the successful merchandising of consumer goods. The course examines social, psychological, and cultural factors influencing consumer clothing choices and the apparel industry.

TEXT: Marshall, Jackson, Stanley, Kefgen, Touchie-Specht

COURSE OBJECTIVES: When you finish this course you will:

1. have advanced your understanding of the impact of social, psychological, cultural, physical, and demographic factors on customer acceptance of consumer goods, particularly apparel.
2. have become acquainted with the theory of fashion and its relationship to society; as well as fashion terminology.
3. be able to use the theory of fashion movement to predict the acceptance of consumer products.
4. have gained an understanding of the changes in the fashion industry and the impact of these on the selling of apparel.
5. have investigated careers in the fashion industry.

COURSE FORMAT: This course includes lecture and discussion between students and instructor.

COURSE EVALUATION:

Tests (3 @ 100 points each)	300
Career Profile Paper	200
Final Examination	100
Participation	<u>100</u>
Total Points Possible	700

The participation grade is based on attendance. Every absence will result in a reduction of the Participation grade of three points unless the absence is excused by the instructor.

Assignments submitted after the due date will be penalized 5 points for every day that the assignment is late.

Grading Scale:

- A – 630 to 700 points
- B – 560 to 629
- C – 490 to 628
- D – 420 to 489
- F- any score below 420

All tests and the final examination are in multiple choice format. Any student missing a test may complete that test on the day specified in the course calendar if the absence is excused by the instructor.

ACADEMIC POLICY FOR STUDENTS WITH SPECIAL NEEDS:

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. Sam Houston State University adheres to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling

Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodations can be made until the student registers with the Counseling Center.

RELIGIOUS HOLIDAYS:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and the instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

COURSE OUTLINE:

UNIT I: Social and Cultural Factors Affecting the Acceptance of Consumer Products, Particularly Clothing

- A. Relationship of the Product to Personal Identity, and the Message That Product Conveys About the Person
- B. Cultural Influences
- C. Physical Influences
- D. Demographic Influences

UNIT II: Fashion Theory

- A. Product Acceptance Curve
- B. Theories of Product Acceptance
- C. Relationship of Innovation to Acceptance
- D. Identification of Products Besides Clothing That are Fashion Sensitive

UNIT IV: Consumer Behavior

- A. Consumer Characteristics and Behavior
- B. Fashion Communication
- C. Purchase Decision Making

