

COLLEGE OF EDUCATION AND APPLIED SCIENCE
FAMILY AND CONSUMER SCIENCE
FSC 371, FASHION MERCHANDISING
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.)

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COURSE DESCRIPTION:

This course reviews fashion theory and describes the business factors involved in selling fashion goods, particularly apparel. This includes the manufacture and retailing of apparel, the importance of marketing expertise, and the structure of the industries that comprise the clothing business.

TEXT: Dickerson, Kitty G. *Inside the Fashion Business*, 7th. Ed.
Prentice Hall.

COURSE OBJECTIVES: When you finish this course you will:

1. have reviewed the theory of fashion movement and fashion adoption
2. have increased your understanding of profit factors in the clothing business
3. have increased your knowledge of the major trends impacting the clothing industry
4. have learned the relationship between marketing and successful apparel merchandising
5. have reviewed textile manufacture with regard to clothing manufacture

6. have studied the relationship between the industries making up the clothing industry
7. have practiced using the correct terminology used in the various aspects of the fashion business

COURSE FORMAT: This is a survey course, and includes lecture and discussion between students and instructor.

COURSE EVALUATION:

Tests (3 @ 100 points)	300
Final Examination	100
Participation	<u>100</u>
Total Points Possible	500

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.

Grading Scale:

- A – 450 to 500
- B – 400 to 449
- C – 350 to 399
- D – 300 to 349
- F – Any score below 300

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: The Business of Fashion

- A. Channels of Distribution
- B. Profit
- C. Consumption of Fashion Goods

Unit II: Principles of Fashion

- A. Theories of Fashion Adoption
- B. Theories of Fashion Leadership
- C. The Fashion Cycle
- D. The Prediction of Fashion

Unit III: Major Trends Impacting the Industry

- A. Major Industry Trends
- B. Major Social Trends Important to the Industry

Unit III: Marketing and Fashion Merchandising

- A. The Power of the Consumer
- B. Knowing the Consumer
- C. Marketing and Manufacturing/Distribution
- D. Trends – Quick Response and Consumers in the Future

UNIT IV: The Production of Fashion

- A. The Textile Industry and Fashion Apparel Producers
- B. The Industries That Comprise the Apparel Industry
 - 1. Women's and Children
 - 2. Menswear
 - 3. Fashion Accessories, Intimate Apparel and Cosmetics

UNIT V: Retailing Fashion

- A. Different Kinds of Retail Businesses
- B. Trends in Fashion Retailing

USEFUL READING:

Books:

Agins, Teri. *The End of Fashion, the Mass Marketing Of the Fashion Business*, William Morrow and Company

Brown, Patty and Janett Rice. *Ready-to-Wear Analysis*, Merrill (Prentice Hall)

Burns, Leslie Davis and Nancy O. Bryant. *The Business of Fashion*, Fairchild

Frings, Gini Stephens. *Fashion: From Concept to Consumer*

Mason, J. Barry, Morris L. Mayer and J.B. Wilkinson. *Modern Retailing, Theory and Practice*

Periodicals:

Daily News Record

Discount Store News

New York Times, fashion reporting

Retailing Issues Letter. Published by the Center for Retailing Studies, Texas A&M University.

Vogue

Women's Wear Daily, Fairchild

Wall Street Journal