

**COURSE APPROVAL DOCUMENT**  
Southeast Missouri State University

Department: Human Environmental Studies\_\_\_\_\_

Course No. FA 104

Title of Course: Beyond Project Runway\_\_\_\_\_

Date: Fall 2015

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Please check:  New  
 Revision

I. Catalog Description (Credit Hours of Course):

Interdisciplinary exploration and application of elements of fashion. Examines fashion fundamentals including history, economics, international scope, sustainability and trends. (3)

II. Co- or Prerequisite(s):

None

III. Purposes or Objectives of the Course (optional):

- 1)
- 2)
- 3)

IV. Student Learning Outcomes (Minimum of 3):

Students will define the profession of Fashion Merchandising

- 1) Students will define the profession of Fashion Merchandising
- 2) Students will identify and apply fashion principles and perspectives to apparel choices
- 3) Students will identify the psychological and cultural factors affecting fashion

V. Optional departmental/college requirements:

- A.
- B.

VI. Course Content or Outline (Indicate number of class hours per unit or section):

A. The Fashion Merchandising profession 6 hours

1. Understanding Fashion Merchandising
  - a. Development of the profession
  - b. Professional organizations
  - c. Career specializations in Fashion Merchandising
  - d. Related fashion professions
2. Breadth of the fashion industry
  - a. North America
  - b. Global

B. Fashion then and now 9 hours

1. Fashion in the global environment
  - a. Scope of global industry
  - b. European fashion influences
  - c. Early American clothing influences
  - d. Fashion retrospective: 100 years of fashion
  - e. Multicultural influences today

C. The uniqueness of fashion

9 hours

1. Fundamentals of fashion
  - a. The language of fashion
  - b. Categories of women's wear, men's wear, and children's wear
  - c. Size ranges in women's wear, men's wear and children's wear
  - d. Wholesale price points in women's wear and men's wear
2. Fashion principles, perspectives and theories
  - a. Historical principles, perspectives and theories
  - b. Current principles, perspectives and theories
3. Marketing terminology and the 4 P's of Fashion Merchandising
  - a. The language of marketing
  - b. Market segments in fashion
4. Fashion analysis and prediction
  - a. Trend setters
  - b. Trend spotters
5. Fashion brands
  - a. National brands
  - b. Retail store brands
  - c. Private label brands

D. Fashion's supply chain

15 hours

1. Primary level
  - a. Textile producers
  - b. Textile suppliers
2. Secondary level
  - a. Designers
  - b. Product developers
  - c. Fashion manufacturers
  - d. Fashion market centers
  - e. Wholesalers and intermediaries
3. Retail level
  - a. Fashion retailers
  - b. Textile and apparel legislation
  - c. Ancillary services

E. Opportunities in fashion

6 hours

1. Careers
  - a. Creative
  - b. Analytical
2. Personal enhancement
  - a. Presentation of self
  - b. Creating self aesthetic

Please Attach copy of class syllabus and schedule as an example

Signature: \_\_\_\_\_  
Chair

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Dean

Date: \_\_\_\_\_

# FA 104 Class Syllabus and Schedule

**Department:** Human Environmental Studies

**Title of Course:** Beyond Project Runway

**Instructor:** Dr. HJ Cho

**Office:** Scully 101 B

**Office phone:** 651-2109

**Email:** [hjcho@semo.edu](mailto:hjcho@semo.edu)

**Office Hours:** MWF 100

**Fall Semester** 2016

**Final Exam:** December 15, 2016, Scully 112, 10:00 am

**Textbook:** Fashion Now: A Global Perspective-Celia Stall-Meadows

**Classroom:** Scully 112, MWF 10

## **Catalogue Description:**

Interdisciplinary exploration and application of elements of fashion. Examines fundamentals including history, economics, international scope, sustainability and trends. (3 credits)

## **Student Learning Outcomes:**

- A. Students will define the profession
- B. Students will identify and apply fashion principles and perspectives to apparel choices
- C. Students will identify the psychological and cultural factors affecting fashion

## **Grading Scale, Assignments and Policies**

Participate in class discussion and attend two required field trips	20%
In class assignments and quizzes	20%
4 written exams	50%
Personal Fashion Analysis	10%

## **Grading Scale**

100-90%	A
89-80%	B
70-79%	C
60-60%	D
59%-0%	F

## **Grading Policies**

1. All late work will be deducted 25% points each day the assignment is late.
2. All students are responsible for scheduling make up exams.
3. Cell phone can be used in class when group activities involving the web are conducted.

## Class Schedule, Assignments and Exams

Week	Topic	Assignment	Texts
Week 1	Development of Profession/Careers	List of Companies	Chapter 1
Week 2	Breadth of the Fashion Industry	Google Project	Chapter 2
Week 3	Global Environment	Handouts	
Week 4	Early American Clothing	Exam 1	
Week 5	Multicultural Influences	Handouts	Chapter 4 & 5
Week 6	Fundamentals of Fashion/Quiz	Text questions	Chapter 6
Week 7	Fashion Principles	Quiz	Chapter 7
Week 8	Marketing, Analysis and Brand	In class project	
Week 9	Field Trip #1/Primary Supply Chain	Exam 2	
Week 10	Secondary Supply Chain	Handouts	Chapter 10
Week 11	Retail Supply Chain Level	Web assignment	Chapter 8
Week 12	Fashion Retailers	Exam 3	Chapter 9
Week 13	Textile and Apparel Legislation	Handouts	
Week 14	Careers/Field Trip #2	Quiz	Chapter 11
Week 15	Personal Enhancement	Personal Fashion Analysis	Chapter 12
Week 16	Final Exam Wednesday 10 am		

### Additional policies:

#### Concerns with the class

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Shelba Branscum x 2729.

#### Academic Policy Statement

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to <http://www.6semo.edu/juaffairs/code.html>.

#### Student with Disability Statement

If a student has a special need addressed by the American with Disability Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to <http://www.semo.edu.ds>

#### Civility Statement

Multiple viewpoints are essential components of any college course and disagreeing with someone is fine. However, rude, disrespectful, aggressive, offensive, harassing or demeaning behaviors either face-to-face or in an online discussion toward another anyone will not be tolerated: students are expected to abide by the Code of Conduct. Should a student feel someone has acted inappropriately toward them in class, please speak with the instructor at once so the situation can be addressed. The instructor for the course reserves the right to ask a student to leave the classroom or the online discussion for any inappropriate behaviors and if the situation warrants, call campus security to remove the offending student from the class.