

COURSE APPROVAL DOCUMENT
Southeast Missouri State University

Department: **Human Environmental Studies**

Course: **FA 520**

Title of Course: **Survey of National Markets-New York**

I. Catalog Description (Credit Hours of Course):

Supervised visits to components of the fashion world and to auxiliary fields located in the industry center, New York City. (3)

II. Co- or Prerequisite(s):

FA 110 or permission of instructor

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

1)

2)

3)

Add additional Objectives as needed

IV. Student Learning Outcomes (Minimum of 3): The student will be able to:

1) Integrate the information obtained from visits to showrooms, museums, corporate offices, the financial district, media events, and retailers into a career prospectus.

2) Identify, for each business visited, the production and/or distribution chain to which it belongs and where each business fits into the appropriate chain.

3) Critically evaluate the fashion industry.

Add additional SLOs as needed

V. Optional departmental/college requirements:

A.

B.

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

A. Discuss background information on New York, the planned visits, and expectations of students during the class sessions prior to the trip. (3 hours)

B. Travel to New York City and participate in all scheduled events...5 days 8 hours per day (40 hours)

C. Debrief and discuss the trip, present papers to the class. (2 hours)

Please Attach copy of class syllabus and schedule as an example

Signature: _____
Chair

Date: _____

Signature: _____
Dean

Date: _____

Southeast Missouri State University
Course Syllabus

Department: Human Environmental Studies
Course #: FA 520
Title of Course: Survey of National Markets-New York

Instructor: Lynn Moore
Class time: arranged (Spring Break trip)
Office: 110D Scully
Phone: 2109
Office hours: T and Thursday 1-3
Email: lrmoores@semo.edu
Final exam no final exam
Text: no textbook

I. Catalog Description and Credit Hours of Course:

Supervised visits to components of the fashion world and to auxiliary fields located in the industry center, New York City. (3)

II. Prerequisite(s):

FA 110, sophomore standing, or permission of instructor.

III. Purposes or Objectives of the Course:

- A. Travel to a fashion market center and observe the many industries that are part of the fashion business. Fashion is a leading business in the global marketplace, and travel is an integral part of the business of fashion.
- B. Develop opportunities for the student's to network successfully with professionals in the field of fashion.
- C. Develop an understanding of the many parts of the fashion business through visits to multiple venues that illustrate inspiration, design, and production.
- D. Demonstrate the terminology learned in previous Fashion Merchandising coursework during dialogues with industry hosts.

IV. Student Learning Objectives:

- A. Integrate the information obtained from the visits to showrooms, museums, corporate offices, the financial district, media events, and retailers into a career prospectus.
- B. Identify, for each business visited, the production and/or distribution chain to which it belongs and where each business fits into the appropriate chain.
- C. Critically evaluate the fashion industry.

V. Expectations of Students:

- A. Students are expected to know and abide by all university rules and regulations concerning student responsibility, and behavior.
- B. Students will complete a travel release form prior to the trip.
- C. Students are expected to actively participate in class discussions and industry visits.
- D. Students are required to attend all sessions, both prior to, during, and after the trip.

- E. Students must complete a daily journal of the experience and write a paper using information gathered from the total experience on the New York fashion business, its future and their place in it.

VI. Course Outline:

45 Hours

- A. Discuss background information on New York, the planned visits, and expectations of students during the class sessions prior to the trip. 3
- B. Travel to New York City and participate in all scheduled events. (Five days - eight hours per day) 40
- C. Debrief and discuss the trip, present papers to the class. 2

Class schedule

- Week 1 Discuss New York, trip requirements, expectations of students
- Week 7 On line-send out itinerary and secure permission & release forms
- Week 8 Leave to New York Sunday am and return home Saturday
- Week 10 Debrief
- Week 11 Paper Presentations

VII. Textbook(s) and/or Other Required Materials:

No text required. Pamphlets and handouts provided by instructor.

VIII. Basis for Undergraduate Student Evaluation:

- Class sessions prior to the trip 10%
- Trip participation 70%
- Debrief and journal/papers 20%

The weights of evaluation criteria may vary at the discretion of the course instructor.

Grading Scale:

- A 90% -100%
- B 80% - 89%
- C 70% - 79%
- D 60% - 69%
- F 59% & below

IX. Basis for Graduate Student Evaluation:

- Class sessions prior to the trip 10%
- Aesthetic tour 20%
- Trip participation 50%
- Debrief and journal/paper 20%

The weights of evaluation criteria may vary at the discretion of the course instructor.

Grading Scale:

- A 95% -100%
- B 85% - 94%
- C 75% - 84%
- F 74% & below

X. Academic Policy Statement:

Students will be expected to abide by the **University Policy for Academic Honesty** regarding plagiarism and academic honesty. Refer to:

<http://www6.semo.edu/judaffairs/code.html>

XI. Student with Disabilities Statement:

If a student has a special need addressed by the **Americans with Disabilities 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/>

XII. Civility and harassment

Rude, disrespectful, aggressive, offensive, harassing or demeaning behaviors-either face-to-face or in an on line discussion-toward anyone in the class will not be tolerated; students are expected to abide by the Code of Student Conduct -[ww6.semo.edu/stuconduct/code.html](http://www6.semo.edu/stuconduct/code.html).

XIII. Complaints

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, Chairperson, department of Human environmental Studies.