

**Southeast Missouri State University  
Course Syllabus**

Department: Human Environmental Studies

Course #: CT 520

Title of Course: Survey of National Markets-New York

Revision: \_\_\_\_\_

New: Spring 2012

**I. Catalog Description and Credit Hours of Course:**

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

**II. Prerequisite(s):**

Completion of CT 110, Introduction to Fashion Marketing, 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. Develop a networking file using the information obtained from the visits to showrooms, museums, corporate offices, the financial district, media events, and retailers.
- 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 during post-visit session.

**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.

<b>V. Course Outline:</b>	<b>45 hrs.</b>
A. Discuss background information on New York, the planned visits, and expectations of students during the class sessions prior to the trip.	3 hrs.
B. Travel to New York City and participate in all scheduled events. (Five days - eight hours per day)	40 hrs.
C. Debrief and discuss the trip, present papers to the class.	2 hrs
Total	45 hrs.

**VI. Textbook(s) and/or Other Required Materials:**  
Pamphlets and handouts provided by instructor.

<b>VII. Basis for Undergraduate Student Evaluation:</b>	
Class sessions prior to the trip	10%
Trip participation	70%
Debrief and journal	20%

<b>VIII. Basis for Graduate Student Evaluation:</b>	
Class sessions prior to the trip	10%
Aesthetic tour	20%
Trip participation	50%
Debrief and journal	20%