

**Southeast Missouri State University**  
**Course Syllabus**

Department of	Human Environmental Studies	Course No.	<u>FA 521</u>
Title of Course	<u><b>Survey of International Fashion Markets</b></u>	Revision	_____
		New	<u>Fall 2013</u>

**I. Catalogue Description and Credit Hours of Course**

Supervised visits to all components of the fashion business and its auxillary fields located in international industry centers. (3)

**II. Prerequisite(s)**

Completion of FA 110, Introduction to Fashion Merchandising, sophomore standing or permission of instructor.

**III. Objectives of the Course**

- A. Travel to an international 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 students 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 Outcomes**

- A. Students will develop a networking file using the information obtained from the visits to showrooms, museums, corporate offices, factories, suppliers, and retailers.
- B. Students will 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. Students will critically evaluate the place of the international location in the fashion industry during post-visit session.

**V. Expectations of Students**

- A. Know and abide by all university rules and regulations concerning student responsibility and behavior.
- B. Complete a travel release form prior to the trip.
- C. Actively participate in class discussions and industry visits.
- D. Attend all sessions, both prior to, during, and after the trip.
- E. Complete a daily journal of the experience and write a paper using information gathered from the total experience on the international fashion business, its future and their place in it.

<b>VI. Course Outline</b>	<b>45 Hours</b>
A. Discuss background information on the international location, the planned visits, and expectation of students during the class sessions prior to the trip.	3
B. Travel to international location and participate in all scheduled events.	37
C. Debrief and discuss the trip, present papers to the class.	5

**VII. Textbooks**

Pamphlets and handouts as provided by instructor and hosts.

**VIII. Basis for Student Evaluation**

Undergraduate Student:

Class sessions prior to the trip	10%
Trip participation	60%
Debrief and journal	30%

Grading Scale

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

Graduate Student:

Class sessions prior to the trip	10%
Presentation of aesthetic tour	20%
Trip participation	50%
Debrief and journal	20%

Grading Scale

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

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

**IX. 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>

**X. 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>

**XI. Academic Integrity Statement**

Questions, comments or requests regarding this course or program should be taken to the instructor. Unanswered questions or unresolved issues involving this class may be taken to Chairperson, Department of Human Environmental Studies.