

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		11-20	App 9-20-11	App 10-11-11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Jin Su	Email Address jin.su@iup.edu
Proposing Department/Unit Human Development and Environmental Studies	Phone 724-357-3848

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input checked="" type="checkbox"/> Course Revision <input checked="" type="checkbox"/> <u>Course Number</u> and/or Title Change <input checked="" type="checkbox"/> Catalog Description Change		
FSMR 110: Introduction to Fashion	FSMR 180: Introduction to Fashion	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>	
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.		
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Other <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Catalog Description Change <input type="checkbox"/> Program Revision		
<i>Current program name</i>	<i>Proposed program name, if changing</i>	
4. Approvals		Date
Department Curriculum Committee Chair(s)	Janet Blood	3-18-11
Department Chair(s)	Frederic B. Bowen	3-18-11
College Curriculum Committee Chair	Janet Wachter	3-22-11
College Dean	J Beck	4/27/11
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	Gail Schmitt	9-20-11

* where applicable

Received
MAY 2 2011
Liberal Studies

Part II. Description of the Curriculum Change

1. New Syllabus of Record

I. Catalog Description

FSMR 180: Introduction to Fashion

3 class hours

0 lab hours

3 credits

(3c-01-3cr)

Prerequisite: None

Survey of fashion careers and industry functions including design, production, retail channels, and current trends.

II. Course Outcomes

Upon completion of this course, students will be able to:

1. Demonstrate a general understanding of the structure of the apparel industry and its components.
2. Recognize the interrelationship between the numerous apparel industry segments.
3. Describe the concepts involved in the design and production procedures of women's, men's, children's apparel and accessories.
4. Appreciate the economic, psychological, sociological and technological factors influencing fashion.
5. Analyze the decision-making processes that consumers go through when making clothing purchases.
6. Identify career opportunities available in the various segments of the textile and apparel industry, the skill set needed for career success, and the various avenues to obtain the needed skills.

III. Course Outline

A. Fashion Careers

(3 hours)

1. Overview of Fashion Industry
2. The Fashion Model
3. Fashion Career Tracks
4. Resumes and Cover Letters
5. Interviewing Techniques

B. Fashion Terminology & Merchandising Process	(4 hours)
1. Fashion Acceptance	
2. The Fashion Cycle	
3. Categories of Fashion Products	
4. Merchandising Processes	
C. Retail Buying	(3 hours)
1. Markup	
2. Markdowns	
3. Profit and Loss Statements	
4. Buying Trip	
5. Market Weeks	
D. Textiles and Design Development	(4 hours)
1. Fashion Design Terminology	
2. The Textile Industry and The Materials of Fashion	
3. The Fashion Design Process	
Review	(1 hour)
Examination #1	(1 hour)
E. Historical Perspective	(2 hours)
1. Decades of Fashion Influence	
F. Trend Forecasting	(3 hours)
1. Fashion Trend Acceptance Theories	
2. External Factors Affecting Fashion Trends	
3. Tools to Predict Fashion	
G. Consumer Behavior in Fashion	(4 hours)
1. Types of Consumer Purchase Decisions	
2. Purchase Decision Process	
3. Reasons for Purchasing Fashion	
4. Market Segmentation	
Review	(1 hour)
Examination #2	(1 hour)
H. Marketing Fashion Products	(4 hours)
1. Product	
2. Price	
3. Place	
4. Promotion and Promotional Mix	

- I. Global Sourcing (4 hours)
1. Sourcing
 2. Product Production
 3. Importing and Exporting
 4. Cultural Business Etiquette
 5. Contemporary Issues in Sourcing

- J. Retailing in a Vibrant World (4 hours)
1. Physical Environment in Retail
 2. Retail Management
 3. Electronic Retailing and Nonstore Retailing

- K. Fashion Company Case Study (3 hours)

Final Exam – during final exam week

IV. Evaluation Methods

~ 40% Examinations Three exams including two tests during the semester and one final exam.

Examinations could include multiple choices, matching, true/false, short answers, and essay questions, etc. Questions will be derived from the text, lecture notes, and class discussions, videos, and class handouts.

~ 60% Assignments Periodic in-class assignments and out-of-class assignments will be given.

Assignments could include specific assignments related to course materials, individual or small group projects, papers, presentations, and/or case studies.

V. Grading Scale

The grading scale will be based on the following:

A = 90 – 100%
B = 80 – 89%
C = 70 – 79%
D = 60 – 69%
F < 60%

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this

class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Dias, L. (2008). *Core concepts in fashion*. New York: McGraw-Hill Irwin.

VIII. Special resource requirements

A basic function calculator is needed for the Retail Buying chapter.

IX. Bibliography

Burns, L. D., & Bryant, N. O. (2007). *The business of fashion: Designing, manufacturing, and marketing* (3rd ed.). New York: Fairchild.

Dickerson, K. G. (2003). *Inside the fashion industry* (7th ed.). Upper Saddle River, NJ: Pearson Education-Prentice Hall, Inc.

Finkelstein, J. (1998). *Fashion: An introduction*. New York: New York University Press.

Frings, G. S. (2005). *Fashion: From concept to consumer* (8th ed.). Upper Saddle River, NJ: Pearson Education-Prentice Hall, Inc.

Iverson, A. (2010) *In fashion*. New York: Clarkson Potter.

Sproles, G. B., & Burns, L. D. (1994). *Changing appearances*. New York: Fairchild.

Stone, E. (2009). *The dynamics of fashion* (3rd ed.). New York: Fairchild.

Stone, E. (2007). *InFashion: Fun! Fame! Fortune!* New York: Fairchild.

2. A summary of the proposed revisions

FSMR 180 was revised in course number, course description, course objectives, and appropriate content.

3. Justification/Rationale for the Revision

Due to the continually changing nature of the fashion industry as well as the expertise of newer faculty, we realized that the course contents need to be updated. Therefore, this course will become FSMR 180 which reflects this need.

The new course number FSMR 180 reflects that this course is one of the four separate key FSMR courses (FSMR 180, 280, 380, 480). It will be clear to students that the four separate key FSMR courses are in a sequence and that FSMR 180 is the foundation of the this series.

The course description of FSMR 180 was modified to reflect the appropriate topics that are covered in this course.

The course objectives were modified to measure specifically what students are expected to achieve as a result of taking FSMR 180: Introduction to Fashion. The new FSMR 180 course objectives and outline are in a University accepted format and in line with the course content.

4. The old syllabus of record appears in Appendix.

5. Liberal Studies course approval form and checklist (if appropriate).

These changes do not affect the Liberal Studies requirements.

Part III. Letter of Support or Acknowledgement

These course changes will not affect other departments; therefore, letters of support from other departments were not obtained.

THE OLD SYLLABUS OF RECORD

I. Catalog Description

FSMR 110: Introduction to Fashion

3 credits
3 lecture hours
0 lab hours
(3c-0l-3cr)

Prerequisite: None

Survey of aesthetic, cultural, socio-psychological, and economic factors related to the meaning and use of clothing and fashion for the individual and society.

II. Course Outcomes

Upon completion of this course, students will be able to:

1. Demonstrate an understanding of the nature of fashion.
2. Identify and explain the social, psychological, economic, cultural, and technological factors influencing fashion adoption.
3. Evaluate the communicative nature of clothing and its effects on social interaction.
4. Analyze the decision-making processes that consumers go through when making clothing purchases.
5. Evaluate clothing and textiles as a medium of artistic expression.
6. Identify career opportunities available in the various segments of the textile and apparel industry.

III. Text

Wolfe, M. (1998). Fashion! South Holland, IL: The Goodheart-Willcox.

IV. Course Requirements & Evaluation

- | | |
|--------------------------------------|-----|
| 1. Three Exams | 53% |
| 2. Review of Professional Literature | 12% |
| 3. Fashion Designer Project | 15% |
| 4. Career Exploration Report | 10% |
| 5. In Class Assignments | 10% |

V. Grading Scale

90-100 = A
80-89 = B
70-79 = C
60-69 = D
Below 60 = F

VI. Attendance Policy

It is important that all students attend class. Being that this is a fashion merchandising majors class, the instructor feels that the students should recognize the importance of attending class. Advanced fashion merchandising classes build on the material presented in this course. If a student is absent, he/she is responsible for obtaining the information presented. Attendance will be taken at the beginning of each class period. If a student comes in late, after the attendance has been taken it is the student's responsibility to make sure that the instructor corrects the attendance sheet after class. The instructor will only correct the attendance sheet on the day of class. Class attendance will be used when evaluating a student who is between letter grades at the end of the semester.

VII. Class Schedule

FSMR 110 Introduction to Fashion
Fall, 2000
Tentative Class Schedule

DATE	TOPIC	TEXT
Aug. 31	Introduction	
Sept. 5, 7	Origins and Functions of Clothes Cultural and Social Forces Affecting Fashion	Ch. 1
Sept. 12, 14	Fashion and Fashion Change (#1 Publication Assign. Sept. 12)	Ch. 2
Sept. 19, 21	Fashion and Fashion Change Cont.	
Sept. 26, 28	Garment Styles and Parts (#2 Publication Assign. Sept. 26)	Ch. 3
Oct. 3, 5	Garment Styles and Parts Cont. EXAM I	
Oct. 10, 12	Consumer Decision-Making Processes (#3 Publication Assign. Oct. 12)	

Oct. 17, 19	Fashion Communication Channels Wardrobe Planning (Career Exploration Topics Due, Oct. 19)	Ch. 13, 14
Oct. 24, 26	Retailing Being a Smart Shopper (#4 Publication Assign. Oct. 24)	Ch. 7 Ch. 15
Oct. 31, Nov. 2	Marking the Right Purchase The Development of Fashion (#5 Publication Assign. Nov. 2)	Ch. 16 Ch. 4
Nov. 7, 9	EXAM II The Development of Fashion, Continued	
Nov. 14, 16	The Textile Industry	Ch. 5
Nov. 21	Apparel Production (Designer Projects Due, Nov. 16)	Ch. 6
Nov. 22 - 26	Thanksgiving Break	
Nov. 28, 30	Apparel Production & Distribution Cont. Careers in Textiles and Clothing Reports (#6 Publication Assign. Nov. 28)	Ch. 19-23
Dec. 5, 7	Careers in Textiles and Clothing Reports Cont.	
	FINAL EXAM: Sec 001: Tuesday, Dec. 19, 12:30 – 2:30 pm Sec 002: Monday, Dec. 18, 8:00 – 10:00 am	

VIII. Selected References

- Anspach, K. (1967). The why of fashion. Ames, Iowa: The Iowa State University Press.
- Burns, L. D. (1994). Changing appearances: Understanding dress in contemporary society. New York: Fairchild.
- Davis, F. (1992). Fashion, culture, and identity. Chicago: The University of Chicago Press.
- Davis, M. L. (1987). Visual design in dress. (2nd ed.). Englewood Cliffs, NJ: Prentice Hall.

- Diamond, J. & Diamond, E. (1997). The world of fashion. (2nd ed.). New York: Fairchild.
- Frings, G. S. (1991). Fashion from concept to consumer. (3rd ed.). Englewood Cliffs, NJ: Prentice Hall.
- Hollander, A. (1978). Seeing through clothes. New York: The Viking Press.
- Hollander, A., (1994). Sex and suits. New York: Alfred A. Knopf.
- Humphries, M. (1986). Apparel anatomy. Scarborough, Ontario: Mary Humphries.
- Jarnow, J. & Dickerson, K. G. (1997). Inside the fashion business. (6th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Kaiser, S. B. (1985). The social psychology of clothing. New York: Macmillan.
- Kefgen, M. & Touchie-Specht, P. (1986). Individuality in clothing selection and personal appearance: A guide for the consumer. (4th ed.). New York: Macmillan.
- Langner, L. (1959). The importance of wearing clothing. New York: Hastings House.
- Roach, M. E. & Eicher, J. B. (1973). The visible self: Perspectives on dress. Englewood Cliffs, NJ: Prentice Hall.
- Rosencranz, M. L. (1972). Clothing concepts: A social-psychological approach. New York: Macmillan.
- Ryan, M. S. (1966). Clothing: A study of human behavior. New York: Holt, Rinehart and Winston.
- Sones, M. (1984). Getting into Fashion: A career guide. New York: Ballantine Books.
- Sproles, G. B. (1979). Fashion: Consumer behavior toward dress. Minneapolis: Burgess.
- Stegemeyer, A. (1980). Who's who in fashion. New York: Fairchild.
- Storm, P. (1987). Functions of dress: Tool of culture and the individual. Englewood Cliffs, NJ: Prentice Hall.
- Watkins, J. E. (1975). Fairchild's who's who in fashion. New York: Fairchild.