

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 91-27
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: CS 318 Fashion Merchandising
Suggested 20 Character Course Title: Fashion Mdse
Department: Consumer Services
Contact Person: Joan Schmitt

II. If a course, is it being Proposed for:

Course Revision/Approval Only (Deletion)
 Course Revision/Approval and Liberal Studies Approval
 Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

Joan Schmitt Department Curriculum Committee
Donna Strehlitz Department Chairperson
Mia M. Moore-Armitege College Curriculum Committee
Harold C. Wingard College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____
to UWUCC: _____

Semester to be
implemented:
Fall 1992

Date to be
published
in Catalog:
Fall 1992

91-1-
FASHION MERCHANDISING

MAJOR

PROGRAM REVISION

COURSE DELETION

COURSE PROPOSALS

submitted by
DEPARTMENT OF CONSUMER SERVICES

1991

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I. SUMMARY AND RATIONALE: Course and Program Changes for Fashion Merchandising Major, Consumer Services Dept.

A. Course Deletion: CS 318 Fashion Merchandising

This current required major course is being replaced by:

1. CS 380 Apparel Industry I
2. CS 480 Apparel Industry II

B. Course Proposals:

Deletion of the current CS 318 Fashion Merchandising course, with the proposed substitution of two required major courses:

1. CS 380 Apparel Industry I
2. CS 480 Apparel Industry II

These proposed courses expand the content contained in the existing CS 318 course. As a result FM Major Requirements are increased by 3 credits and the FM Major Elective Requirements are reduced by 3 credits. The following page illustrates the comparison of current/proposed program changes

C. Rationale for Course Changes

Over the past two decades advancements in technology and the numerous changes in the sophisticated fashion industry have necessitated the inclusion of content that no longer can be accommodated within the existing course time constraints.

The current course, CS 318, does not allow for in-depth content, student interaction, audio-visuals and software that illustrate such areas as:

- 3-D design imaging
- automated pattern design
- high resolution digital scanning
- electronic story boards
- CAD/CAM
- computerized grading, marking, cutting, modular production
- in-process inventory
- Quick Response, Bar Coding, UPC, Point of Sale
- Data Base, Optical Character Recognition
- Robotics, TC2
- PhotoMetric System
- Technotailor's Body Scanning
- global sourcing
- private labeling
- computerized merchandising
- impact of imports--CBI, Country of Origin, Europe 1992
- leverage buy outs
- electronic retailing, telemarketing, kiosks
- Nigel French, Promostyl
- Vidcat, FTV for POS usage

D. PROGRAM CHANGES: Comparison of Current/Proposed Fashion Merchandising Major Program

NOTE: Changes affect only the Major Requirements and Major Elective Requirements.

CURRENT PROGRAM

MAJOR REQUIREMENTS (15 sh)

CS 112 Fund of Cloth. Construction
OR 3sh
 CS 212 Adv. Cloth. Construction
 CS 216 Clothing & Culture 3sh
 CS 318 Fashion Merchandising 3sh
 CS 456 Historic Costume 3sh
 JN 120 Journalistic Writing
OR 3sh
 EN 310 Public Speaking

MAJOR ELECTIVES (17-18 sh)

CS 212 Adv. Cloth. Construction 3sh
 CS 213 Resid Appli/Consumer Electr. 3sh
 AR 120 Principles of Design 2sh
OR
 AR 113 Design (3)
 CS 217 Interior Design 3sh
 CS 303 Visual Merchandising 3sh
 CS 354 Independent Study 1-3sh
 CS 433 Study Tour 1-3sh
 CS 453 Flat Pattern Design 3sh
 CS 454 Tailoring 3sh
 CS 455 Draping 3sh
 CS 465 Interior Lighting 3sh

PROPOSED PROGRAM

MAJOR REQUIREMENTS (18 sh)

CS 112 Fund of Cloth. Construction
OR 3sh
 CS 212 Adv. Cloth. Construction 3sh
 CS 216 Clothing & Culture 3sh
 CS 380 Apparel Industry I 3sh
 CS 456 Historic Costume 3sh
 CS 480 Apparel Industry II 3sh
 JN 120 Journalistic Writing
OR 3sh
 EN 310 Public Speaking

MAJOR ELECTIVES (14-15 sh)

CS 212 Adv. Cloth. Construction 3sh
 CS 213 Resid Appli/Consumer Electr. 3sh
 AR 120 Principles of Design 2sh
OR
 AR 113 Design (3)
 CS 217 Interior Design 3sh
 CS 303 Visual Merchandising 3sh
 CS 354 Independent Study 1-3sh
 CS 433 Study Tour 1-3sh
 CS 453 Flat Pattern Design 3sh
 CS 454 Tailoring 3sh
 CS 455 Draping 3sh
 CS 465 Interior Lighting 3sh

E. Rationale for Program Changes

1. Replacing the current CS 318 Fashion Merchandising course with the two proposed courses CS 380 Apparel Industry I and CS 480 Apparel Industry II necessitates adding 3 credits to the Fashion Merchandising Major Requirements and deleting 3 credits from Fashion Merchandising Major Elective Requirements. This partially fulfills the recommendations made by the Consumer Services Department faculty on September 12, 1988. The Department voted to approve increasing the FM Major Elective Requirements by six(6) credits with the understanding that as major courses were developed these six credits would eventually become FM Major Requirements.
2. The following is a sequence of events that have led up to the current program status of credit allocations in the Fashion Merchandising Major:
 - a. 9/14/87 Consumer Services Department voted to delete the six credits of Human Ecology Requirements when major was restructured.
 - b. 9/12/88 Consumer Services Department voted to increase the Fashion Merchandising Major Elective Requirements by six(6) credits to 17-18, with the understanding that as major courses were developed these six credits would eventually become FM Major Requirements.
 - c. 12/12/88 Proposed changes submitted to University Senate Committee B2.
 - d. 2/7/89 The following was approved by the University Senate:
 "Delete HE 218 or 224, also FN 212 or 451 [Human Ecology Requirements].
 Add six semester hours to Fashion Merchandising Elective Requirements and also to include CS 465 Interior Lighting."
3. Comparison of Current/Proposed Program Changes were illustrated on the previous page.

 Check Out Sheets exemplifying the changes described above, as well as the current and proposed programs are illustrated on the following four pages.
4. NOTE: Proposed changes do not affect Free Elective credits or the 124 credit total.

FASHION MERCHANDISING

GRADUATION
Anticipated: _____
Class 1 2 3
DATE Entered: _____
Department: _____

Name of Student _____ Soc. Sec. # _____

Permanent Address _____ Telephone _____

GENERAL EDUCATION REQUIREMENTS--52 S.H.	S.H.	GRADE	Semester, year or Trans.
REQUIREMENTS--20 S.H.			
EN101 English I	4		
EN102 English II	3		
EN201 English III	3		
AH101 Intro to Art OR			
MU101 Intro to Music OR			
TH101 Intro to Theatre	3		
Mathematics	3		
HP101 Health	2		
HP	1		
HP	1		
OR			
MS101 W. Milt. Hist.	2		
MS102 W. Milt. Hist.	2		

HUMAN ECOLOGY REQUIREMENTS--6 S.H.	S.H.	GRADE	Semester, year or Trans.
HE218 Child. Dev. OR			
HE224 Mar. & Fam. Rel.	3		
FN212 Nutrition OR			
FN451 Man and Food	3		

DEPARTMENT REQUIREMENTS--9 S.H.	S.H.	GRADE	Semester, year or Trans.
REQUIREMENTS--9 S.H. (6 S.H.)			
CS121 Intro Con. Ser.	1		
CS314 Textiles	3		
CS315 Cons. Ec/Fam. Fin.	3		
CS421 Senior Seminar	2		

HUMANITIES--6-9 S.H.*	S.H.	GRADE	Semester, year or Trans.
(20 S.H.)			

NAT. SCI.--8-11 S.H.*	S.H.	GRADE	Semester, year or Trans.
(6-9 S.H.)			
CH101 Coll. Chem. I	4		
CH102 Coll. Chem. II	4		
	3		

SOC. SCI.--15 S.H.	S.H.	GRADE	Semester, year or Trans.
(8-11 S.H.)			
SO151 Prin. of Soc.	3		
PC101 Gen. Psych.	3		
EC121 Prin. of Econ. I	3		
	3		
	3		

(15 S.H.)

TOTAL (52 S.H.)

*Minimum in one area requires maximum in the other.

Comments:

Summary	
General Education Requirements	(52 S.H.)
Human Ecology Requirements	(6 S.H.)
Department Requirements	(9 S.H.)
Major Requirements	(15 S.H.)
Major Electives	(11-12 S.H.)
Outside Concentration	(18 S.H.)
Electives	(12-13 S.H.)

TOTAL (124 S.H. Minimum)

Overall QPA _____ Major QPA _____
CERTIFICATION FOR GRADUATION

(Advisor's Signature) (Date)

(Chairperson's Signature) (Date)

(Dean's Signature) (Date)

FASHION MERCHANDISING

OUTSIDE CONCENTRATION: A minimum of 18 S.H. is required from the following (or business substitutes approved by the department).

major required:	15 S.H.	S.H.	Grade	Semes. year or Trans.
CS112 Fund. of Cloth. Construction OR CS212 Adv. Clothing Construction		3		
CS216 Clothing & Man		3		
CS318 Fash. Mdse.		3		
CS456 Hist. Cost.		3		
JN120 Journ. Writing OR EN310 Oral Commun.		3		

MAJOR TOTAL
(15 S.H.)

major electives:	11-12 S.H.	S.H.	Grade	Semes. year or Trans.
CS212 Adv. Cloth. Construction		3		
CS213 Home Equip./ Cons. Electr.		3		
AR120 Prin. of Design OR AR113 Design (3 S.H.)		2		
CS217 Inter. Design		3		
CS303 Visual Mdse.		3		
CS354 Indep. Study		1-3		
CS433 Study Tour		1-3		
CS453 Flat Pat. Des.		3		
CS454 Tailoring		3		
CS455 Draping		3		
EP303 Psych. Effects Prof. Present.		1		

MAJOR ELECTIVE TOTAL
(11-12 S.H.)

electives:

ELECTIVES TO TOTAL 124 S.H. -- 12-13 S.H.:			
ELECTIVE COURSES	S.H.	Grade	Semes. year or Trans.
CS451 Internship			

BUSINESS EMPHASIS	S.H.	Grade	Semes. year or Trans.
AD101 Intro. to Bus. OR MG360 Mgt. & Prod. Con.	3		
AD235 Intro. Bus. Law	3		
AD321 Business Communications	3		
AD336 Law Bus. Org.	3		
AD337 Cons. Law	3		
AG201 Acct. Prin. I*	3		
AG202 Acct. Prin. II	3		
AG301 Inter. Acct. I	3		
AG302 Inter. Acct. II	3		
DE332 Retail Mgt.	3		
DE333 Prin. of Sell.	3		
QB215 Bus. Statistics	3		
IM241 Intro to MIS	3		
FI310 Finance I	3		
IM251 Bus Sys Anal&Desgn	3		
MG300 Human Resource Mgt	3		
MK320 Princ of Market.	3		
MK321 Consumer Behavior			
MK420 Marketing Mgt	3		
MK421 Marketing Research	3		
MK422 Seminar in Market	3		
MK430 Int'l Marketing	3		
MK433 Advertising	3		
MG311 Human Ben in Org	3		
MK412 Small Bus. Mgmt	3		
MG360 Mgt & Prod Concepts	3		
MG401 Mgt & Training & Development	3		

*REQUIRED

TOTAL
(18 S.H.)

FASHION MERCHANDISING

GRADUATION DATE
Anticipated:

Class 1 2 3 -
DATE Entered
Department:

Name of Student _____ Soc. Sec. # _____

Permanent Address _____ Telephone _____

GENERAL EDUCATION REQUIREMENTS--52 S.H.	S.H.	GRADE	Semes. year or Trans.
REQUIREMENTS--20 S.H.			
EN101 English I	4		
EN102 English II	3		
EN201 English III	3		
AR101 Intro to Art OR MU101 Intro to Music OR TH101 Intro to Theatre	3		
Mathematics	3		
EP101 Health	2		
EP	1		
EP	1		
OR			
MS101 W. Milt. Hist.	2		
MS102 W. Milt. Hist.	2		

DEPARTMENT REQUIREMENTS--9 S.H. (6 S.H.)

CS121 Intro Con. Ser.	1		
CS314 Textiles	3		
CS315 Cons. Ec/Fam. Fin.	3		
CS421 Senior Seminar	2		

HUMANITIES--6-9 S.H.* (20 S.H.)

NAT. SCI.--8-11 S.H.* (6-9 S.H.)

CH101 Coll. Chem. I	4		
CH102 Coll. Chem. II	4		
	3		

SOC. SCI.--15 S.H. (8-11 S.H.)

SO151 Prin. of Soc.	3		
PS101 Gen. Psych.	3		
EC121 Prin. of Econ. I	3		
	3		
	3		

TOTAL (15 S.H.)
TOTAL (52 S.H.)

*Minimum in one area requires maximum in the other.

Comments:

Summary

General Education Requirements	(52 S.H.)
Department Requirements	(9 S.H.)
Major Requirements	(15 S.H.)
Major Electives	(7-18 S.H.)
Outside Concentration	(18 S.H.)
Electives	(12-13 S.H.)
TOTAL	(124 S.H. Minimum)
Overall QPA _____	Major QPA _____

CERTIFICATION FOR GRADUATION

(Advisor's Signature) (Date)

(Chairperson's Signature) (Date)

(Dean's Signature) (Date)

FASHION MERCHANDISING

OUTSIDE CONCENTRATION: A minimum of 18 S.H. is required from the following (or business substitutes approved by the department).

major required:	15 S.H.	S.H.	Grade	Semes. year or Trans.
CS112 Fund. of Cloth. Construction				
OR				
CS212 Adv. Clothing Construction		3		
CS216 Clothing & Man		3		
CS319 Fash. Mdse.		3		
CS456 Hist. Cost.		3		
JN120 Journ. Writing				
OR				
EN310 Oral Commun.		3		

MAJOR TOTAL
(15 S.H.)

major electives:	17 - 18 S.H.	S.H.	Grade	Semes. year or Trans.
CS212 Adv. Cloth. Construction		3		
CS213 Home Equip./ Cons. Electr.		3		
AR120 Prin. of Design		2		
OR				
AR113 Design (3 S.H.)				
CS217 Inter. Design		3		
CS303 Visual Mdse.		3		
CS354 Indep. Study		1-3		
CS433 Study Tour		1-3		
CS453 Flat Pat. Des.		3		
CS454 Tailoring		3		
CS455 Draping		3		
CS465 Inter Lighting		3		
EP303 Pattern Mkg/Design		1		

MAJOR ELECTIVE TOTAL
(17-18 S.H.)

BUSINESS EMPHASIS	S.H.	Grade	Semes. year or Trans.
AD101 Intro. to Bus.			
OR			
MG360 Mgt. & Prod. Con.	3		
AD235 Intro. Bus. Law	3		
AD321 Business Communications	3		
AD336 Law Bus. Org.	3		
AD337 Cons. Law	3		
AG201 Acct. Prin. I*	3		
AG202 Acct. Prin. II	3		
AG301 Inter. Acct. I	3		
AG302 Inter. Acct. II	3		
DE332 Retail Mgt.	3		
DE333 Prin. of Sell.	3		
OB215 Bus. Statistics	3		
IM241 Intro to MIS	3		
FI310 Finance I	3		
IM251 Bus Sys Anal&Desg	3		
MG300 Human Resource Mgt	3		
MK320 Princ of Market.	3		
MK321 Consumer Behavior			
MK420 Marketing Mgt	3		
MK421 Marketing Research	3		
MK422 Seminar in Market	3		
MK430 Int'l Marketing	3		
MK433 Advertising	3		
MG311 Human Beh in Org	3		
MK412 Small Bus. Mgmt	3		
MG360 Mgt & Prod Concept	3		
MG401 Mgt & Training & Development	3		

*REQUIRED

TOTAL
(18 S.H.)

electives:

ELECTIVES TO TOTAL 124 S.H. -- 12-13 S.H.			
ELECTIVE COURSES	S.H.	Grade	Semes. year or Trans.
CS451 Internship			

Fashion Merchandising

Name of Student _____ Social Security Number ____-____-____

Permanent Address _____ Telephone (____) _____

Advisor _____

LIBERAL STUDIES 54 Crs

Requirements	Crs	Grade	Semester
EN 101 College Writing	4		
EN 202 Research Writing	3		
MA 101 Found of Math	3		
HI 195 Hist: Modern Era	3		
Hum: Ph/Rel Studies	3		
Hum:Literature (EN III)	3		
Art 101 Intro to Art			
-OR-			
MU 101 Intro to Music	3		
-OR-			
TH 101 Intro to Theatre			
HP 140 Hlth & Wellness	1.5		
HP 141 Hlth & Wellness	1.5		
-OR-			
MS 101 Military History	2		
MS 102 Military History	2		
EC 101 Basic Economics	3		
PC 101 Gen Psychology	3		
SO 151 Prin of Soc	3		
CH 101 College Chem I	4		
CH 102 College Chem II	4		
LS Elective	3		
LS Elective	3		
LS Elective	3		
Synthesis	3		

Other Requirements:

1. two writing-intensive courses, one of which must be in major
2. one non-western culture courses
3. No course carrying student's major prefix may be used.
4. One course in elective categories must be number 200 or higher.

CONSUMER SERVICES 9 Crs

Requirements	Crs	Grade	Semester
CS 121 Intro to CS	1		
CS 314 Textiles	3		
CS 315 Cons Ec/Fam Fin	3		
CS 421 Senior Seminar	2		

FASHION MERC-ANDISING 15 Crs

Requirements	Crs	Grade	Semester
CS 112 Fund Cloth Const	3		
-OR-			
CS 212 Adv Cloth Const	3		
CS 216 Clothing & Cult.	3		
CS 318 Fashion Mdse	3		
CS 456 Hist Costume	3		
JN 120 Journ Writing			
-OR-			
EN 310 Public Speaking	3		

ELECTIVES 17-18 Crs

Requirements	Crs	Grade	Semester
CS 212 Adv Clo Const	3		
CS 213 Res App/Con Elec	3		
CS 217 Interior Design	3		
CS 303 Visual Mdse	3		
CS 354 Indep Studv	1-3		
CS 433 Study Tour	1-3		
CS 453 Flat Pattern Des	3		
CS 454 Tailoring	3		
CS 455 Draping	3		
CS 465 Inter Lighting	3		
AR 120 Prin of Design	2		
-OR-			
AR 113 Design	3		

COMMENTS:

FASHION MERCHANDISING

Name of Student _____

Social Security Number _____

Permanent Address _____

Telephone (____) _____

Advisor _____

LIBERAL STUDIES

54

Requirements Crs Grade Semester

EN 101 College Writing	4		
EN 202 Research Writing	3		
MA 101 Found of Math	3		
HI 195 Hist: Modern Era	3		
Hum: Ph/Rel Studies	3		
Hum: Literature	3		

AH 101 Intro to Art			
OR			
MU 101 Intro to Music	3		
OR			
TH 101 Intro to Theater			

HP 140 Hlth & Wellness	1.5		
HP 141 Hlth & Wellness	1.5		
OR			
MS 101 Military History	2		
MS 102 Military History	2		

EC 101 Basic Economics	3		
PC 101 Gen Psychology	3		
SO 151 Prin of Soc	3		
CH 101 College Chem I	4		
CH 102 College Chem II	4		
LS Elective	3		
LS Elective	3		
LS Elective	3		
Synthesis	3		

OTHER REQUIREMENTS

- Two writing-intensive courses, one of which must be in major
- One non-western culture course
- No course carrying student's major prefix may be used
- One course in Elective categories must be number 200 or higher

CONSUMER SERVICES

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Requirements Crs Grade Semester

CS 121 Intro to CS	1		
CS 314 Textiles	3		
CS 315 ConsEc/FamFin	3		
CS 421 Senior Seminar	2		

FASHION MERCHANDISING Requirements

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CS 112 Fund Clo Const			
OR	3		
CS 212 Adv Clo Const			
CS 216 Clothing&Culture	3		
CS 380 Apparel Indust. I	3		
CS 456 Historic Costume	3		
CS 480 Apparel Indus II	3		
JN 120 Journ Writing			
OR	3		
EN 310 Public Speaking			

THE ELECTIVES

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CS 212 Adv Cloth Const	3		
CS 213 Res App/Con Elec	3		
CS 217 Interior Design	3		
CS 303 Visual Mdse	3		
CS 354 Ind Studv	1-3		
CS 433 Study Tour	1-3		
CS 453 Flat Pattern Des	3		
CS 454 Tailoring	3		
CS 455 Draping	3		
CS 465 Int Lighting	3		
AR 120 Prin of Design			
OR	3		
AR 113 Design			

COMMENTS

II. COURSE DELETION -- CS 318 Fashion Merchandising

B. Rationale for Deletion

Deletion of the current CS 318 Fashion Merchandising course, with the proposed substitution of two required major courses:

1. CS 380 Apparel Industry I
2. CS 480 Apparel Industry II

These proposed courses expand the content contained in the existing CS 318 course.

Over the past two decades advancements in technology and the numerous changes in the sophisticated fashion industry have necessitated the inclusion of content that no longer can be accommodated within the existing course time constraints.

The current course, CS 318, does not allow for in-depth content, student interaction, audio-visuals and software that illustrate such areas as:

- 3-D design imaging
- automated pattern design
- high resolution digital scanning
- electronic story boards
- CAD/CAM
- computerized grading, marking, cutting, modular production
- in-process inventory
- Quick Response, Bar Coding, UPC, Point of Sale
- Data Base, Optical Character Recognition
- Robotics, TC2
- PhotoMetric System
- Technotailor's Body Scanning
- global sourcing
- private labeling
- computerized merchandising
- impact of imports--CBI, Country of Origin, Europe 1992
- leverage buy outs
- electronic retailing, telemarketing, kiosks
- Nigel French, Promostyl
- Vidcat, FTV for POS usage

CS 318
FASHION MERCHANDISING

Credits: 3

Prerequisites: CS 216; completion of 57 semester hours

Course Description:

A study of the origins, movement, dissemination and prediction of fashion; an investigation of the methods of operation, merchandising activities and current fashion industry trends; an analysis of the planning and control procedures used in retail merchandising of fashion goods.

Course Objectives:

1. The ability to understand the total scope and dynamics of "Fashion".
2. The ability to analyze the effect that socio-economic trends have on fashion demand, resources, production and distribution of merchandise.
3. The ability to understand merchandising procedures and the role of the merchandiser in various types of retail organizations.
4. The ability to understand the importance of communication and human relations in all phases of the fashion industry.

Basis for Evaluation: (tentative %)

<p>OPTION A: average of four exams 60%</p> <p> term project 30%</p> <p> completeness of any class 10%</p> <p> assignments, class</p> <p> participation and</p> <p> discussion</p>	<p>NOTE: Term Projects are due during class session on the date listed in "Tentative Schedule". Late projects will not be accepted.</p>
<p>OPTION B: average of four exams 90%</p> <p> completeness of any class 10%</p> <p> assignments, class</p> <p> participation and</p> <p> discussion</p> <p> NO TERM PROJECT</p>	<p>NOTE: If emergency arises, notification must be made by student <u>prior</u> to exam.</p>

Procedure for Covering Course Content:

Lecture
Discussion
Text Reading/Assignments
Handouts
Case Studies

CS318 Fashion Merchandising
TENTATIVE SCHEDULE - FALL 1991

Joan Schmitt
 202 ACK, EXT. 2346
 Office Hours: MON 11:30- 3:00
 TUE 2:45- 3:15
 WED 11:30-12:30

TEXT: Jarnow, Jeannette A. and Mariam Guerreiro. Inside the Fashion Business, 5th Ed. New York: MacMillan Publishing Co., 1991.

Troxell, Mary D. Fashion Merchandising, 3rd Ed. New York: Gregg Division, McGraw Hill, 1981.

DATE	LECTURE TOPICS	READING ASSIGNMENTS
From Jarnow Text		
Weeks 1-7)		
Week 1 Sept. 5 Sept 10-12	Overview Primary Markets	Chp. 1: 3-33 Chp. 2: 35-83 Chp. 3: 85-131
Week 2 Sept. 17-19	Fashion Market - US Women's Apparel	Chp. 4:133-174 177-193 195-199
Week 3 Sept. 24-26	Con't Women's Apparel Accessories Children's Apparel	Chp. 6:253-307 4:174-177, 195-199
Week 4 Oct. 1-3	TUESDAY - EXAM I Men's Apparel	Chp. 5:201-251
Week 5 Oct. 8-10	Fashion Market - Foreign Imports Major Centers	Chp. 7: 309-349 Chp. 8: 351-405
Week 6 Oct. 15-17	Retailers of Fashion	Chp. 9:407-469
Week 7 Oct. 22-24	Con't. Retailers of Fashion Auxiliary Fashion Enterprises THURSDAY - EXAM II	Chp.10:471-513
From Troxell Text		
Weeks 8-14		
Week 8 Oct 29-31	Merchandising of Fashion Interpreting Demand Dollar Plan	Chp. 12:260-277 Chp. 13:278-295

DATE	LECTURE TOPICS	READING ASSIGNMENTS
Week 9 Nov 5-7	Con't. Dollar Plan Planning Assortments	Chp. 14:296-313
Week 10 Nov. 12-14	THURSDAY-EXAM III PHASE I Controlling Assortments Unit control	Chp. 14:296-313 Chp. 15:314-333
Week 11 Nov. 19-21	Con't. Unit Control Controlling Assortments Inventory Control	Chp. 16:334-354
Week 12 Nov. 26	Selecting & Buying Fashion TUESDAY--TERM PROJECT DUE AT BEGINNING OF CLASS	Chp. 17:355-337
Week 13 Dec. 3-5	TUESDAY-- EXAM III--PHASE II Promotions: Ads & Display Promotions: Publicity & Personal Selling Coordination	Chp. 18:378-399 Chp. 19:400-416 Chp. 20:417-432
Week 14 Dec. 10-12	Fashion Image Future Fashion Directions	Chp. 433-446
Week 15 Dec. 16 2:45-4:45	FINAL EXAM	

COMPLETE THE FOLLOWING FORM AND RETURN BY SEPTEMBER 19 .

DATE _____

NAME _____

SECTION NO. _____

I CHOOSE THE FOLLOWING OPTION AS THE BASIS FOR EVALUATION IN CS318
FASHION MERCHANDISING:

_____ OPTION A

_____ OPTION B

CS 318 FASHION MERCHANDISING
TERM PROJECT FOR RETAILING INTERESTS

Rationale: Very often the field of fashion involves doing research on a variety of areas. You may not have any idea how to begin, what format to use, etc., but it is your responsibility to develop a complete and accurate report. Many areas of research are vitally important for merchandising success.

RESEARCH:

1. Choose one area of apparel or two major accessory areas. (Ex: Jr. Sleepwear, Fur Coats, Better Dresser, etc.)
2. Research all available designers of merchandise in the chosen area. Give names, addresses, price ranges, merchandise classification, e quality, etc. (Be sure to define quality categories.)
3. Research all available manufacturers of merchandise in the chosen area. Give names, addresses, price ranges, merchandise classification, quality, etc. (Be sure to define quality categories.)

NOTE: To begin research of #2 and #3, use sources such as trade publications, books, fashion magazines, phone books (Manhattan Yellow Pages for ex.); then begin to "shop the stores". It is quite probable that the Indiana area may be very limited for observing your particular merchandise topic. You may want to strongly consider observing stores in other communities. Utilizing car pools or taking the bus to DT Pgh or Monroeville Mall on a Saturday could prove quite profitable.

Remember to observe merchandise classifications, price ranges, price lines, quality, etc. simply by being a potential customer. **THIS IS YOUR PROJECT NOT THE MERCHANT'S YOU ARE OBSERVING.**

Application: Apply the research information to the following situation:

You are responsible for buying a particular area of merchandise for the consumer market in Indiana, PA.

You are free to choose the type of retail establishment desired: Department, Specialty, Discount, etc., describing the store type, characteristics, and why you chose this type of store for your merchandise and Indiana location. Be sure to research and include Indiana demographic information. Select merchandise lines or classification, subclassifications, price ranges, and price lines, designer merchandise, and manufacturers that you wish your store to carry.

Include the merchandise assortment plan, degree of depth and breadth, sizes, colors and quality of all items chosen. Plans should be detailed and quality categories must be defined.

Be sure to substantiate why you chose what you did for both your clientele and the Indiana area.

Also set up the advertising and promotion program for the grand opening of your store. Include costs for the radio stations and local newspapers, as well as copy of script and illustration of ad(s).

Assignment of Topic: On Thursday, September 26, you should submit a 3x5 card containing merchandise topic choices. List at LEAST 5, numbered in order of preference. Specific topic will be approved by instructor.

Written Reports:

- must be neatly and clearly typed
- must include table of contents, footnotes, bibliography
- must contain appendices to include such items as any correspondences, interviews, names and addresses of all designers and manufacturers researched, list of all retail stores you observed including addresses and date(s) visited, etc.
- must submit original copy. Projects will not be returned.
(If you want you own copy, please have it duplicated prior to the project due date.)

Evaluation:

- depth of research, completeness
- authenticity
- documentation (Footnotes, Bibliography, and other resources)
- organization
- clarity and accuracy
- neatness

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