



**MERCER**  
COUNTY COMMUNITY COLLEGE

# COURSE OUTLINE

**Course Number**  
**FAS 105**

**Course Title**  
Fashion: The Global Marketplace

**Credits**  
**3 credits**

**Hours:**  
**Lecture/Lab/Other**  
**3 Lecture**

**Co- or Pre-requisite**

**Implementation**  
**Semester & Year**  
**Fall 2022**

### Catalog description:

An overview of the fashion industry begins with a historical perspective that covers both domestic and international influences. Integrates creative fashion concepts with business concepts commonly used in general marketing. Topics include international sourcing and trade, and retailing

**General Education Category:**  
**Not GenEd**

**Course coordinator:** (Name, telephone number, email address)  
**Kay Lindsay, Assistant Professor of Fashion**  
**609-570-3332. [lindsayk@mccc.edu](mailto:lindsayk@mccc.edu)**

### Required texts/other materials:

**TEXTBOOK:** *The Dynamics of Fashion, Fifth Edition*  
ISBN 13: 9781501324000

### Course Student Learning Outcomes (SLO):

***Upon successful completion of this course the student will be able to:***

1. Understand the historical development of the multiple fashion industries. [Supports ILG #1, 6, 7, 8 & 11; PLO # 2]
2. Demonstrate an understanding of fashion terminology. [Supports ILG #1, 6, 8 & 11; PLO # 2,4,7]
3. Understand the creative product development process and the various persons and tasks involved, the marketing processes, and careers within the industry. [Supports ILG #1, 6, 8 9 & 11; PLO # 2,3,4&6]
4. Analyze the process of distributing fashion products and the people involved. [Supports ILG #1, 6, 8 9 & 11; PLO # 2,3,4 & 6]
5. Explain the various careers available in the industry and the requirements for entry into the various careers. Supports ILG #1, 6, 8 9 & 11; PLO # 1,3,5&6]
6. Identify the validity of primary Fashion Retrospective: 100+ years of Fashion and the Early Influential American Designers, perspective views and context. [[Supports ILG #1, 6, 7, 8 & 11; PLO # 1,2]
7. Understand the classification of customers and customer products. [Supports ILG #1,6, 8 9& 11; PLO # 1,2,5,6]

8. Become familiar with fibers and other materials, production, methods of distribution. [Supports ILG #1, 6, 8 9 & 11; PLO # 2,3,4&6]
9. Be able to orally communicate analysis in class discussions and presentations. [Supports ILG #1, 6, 9 & 11; PLO # 2,5]

### **Course-specific Institutional Learning Goals (ILG)**

- Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.
- Institutional Learning Goal 6. Humanities.** Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
- Institutional Learning Goal 7. History:** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
- Institutional Learning Goal 8. Diversity and Global Perspective: Students** will understand the importance of a global perspective and culturally diverse peoples
- Institutional Learning Goal 9. Ethical Reasoning and Action.** Students will understand ethical frameworks, issues, and situations.
- Institutional Learning Goal 11. Critical Thinking: Students** will use critical thinking skills to understand, analyze, or apply information or solve problems.

### **Program Learning Outcomes for FASHION MERCHANDISING (PLO)**

1. Apply computational skills relevant to the fashion and retail industries.
2. Demonstrate knowledge of the fashion industry from concept to consumer.
3. Use the principles of marketing to perform duties required of entry-level fashion merchandising/marketing positions.
4. Develop an appreciation for style and product quality.
5. Communicate and present ideas in both written and oral formats.
6. Demonstrate customer service and management techniques applicable to the fashion industry.
7. Understand how the global economy and international events affect domestic business decisions.

### **Units of study in detail – Unit Student Learning Outcomes:**

#### **Unit I            Fashion Then and Now            [Supports Course SLOs # 1, 2 6 & 9]**

##### **Learning Objectives**

***The student will be able to:***

1. Learn an overview and global view of the fashion industry
2. Review European fashion influences; historical innovators and opinion leaders
3. Analyze early American clothing ethnic influences of American immigration (European, African, Native American and American Western Wear)
5. Review the Industrial Revolution developments, from the spinning wheel to the weaving machine, from the knitting machine to the sewing machine
6. Learn about the growth of the American textile and apparel industry; textile mills, corporate codes of conduct, and sweatshops
7. Create a Fashion Board of early influential American designers from the past 100 years of fashion.
8. Develop fashion design terminology from classroom exercises
9. Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

**Unit II**      **The Uniqueness of Fashion**      [Supports Course SLOs # 1,2,6,7 & 8 ]

**Learning Objectives**

**The student will be able to...**

1. Analyze: Women's Wear, Menswear, and Children's Wear
2. Identify various apparel styles from classroom exercises
3. Learn the principles of fashion: social influences, fashion theories, geographic theories and populist models  
Investigate target markets and market segmentation
4. Learn the 4 Ps of Fashion Marketing: Product, Price, Place, and Promotion
5. Research Fashion Life Cycles and Marketing
6. Analyze Database Marketing, Fashion Forecasting and Fashion Research
7. Discover the value of Fashion Branding
8. Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

**Unit III**      **Fashion Marketing Supply Chain**      [Supports Course SLOs # 1-9]

**Learning Objectives**

**The student will be able to...**

1. Research textile producers and suppliers
2. Analyze textile fiber classifications
3. Learn about fashion market centers, wholesalers, and intermediaries
4. Identify the benefits of retailing: department stores, specialty stores, limited line stores and mass merchandise discount stores
5. Conceptualize a fashion design preproduction and production schedule
6. Discuss his/her work during a critique and critically evaluate and justify his/her own artistic and vocational practice

**Unit IV**      **Careers and Opportunities in Fashion**      [Supports Course SLOs # 1,2,7 & 9]

**Learning Objectives**

**The student will be able to...**

1. Understanding fashion trend analysis
2. Review creative fashion careers and enrichment opportunities
3. Analyze various fashion career paths
4. Discover the economic impact of entrepreneurship, college opportunities, internships, design competitions and professional organizations
6. Discuss his/her work during a critique and critically evaluate and justify his/her own

7. artistic and vocational practice

**Evaluation of student learning:** [Evaluates SLOs # 1 –9]

Achievement of the course objectives will be evaluated by the following tools:

**Graded Assignments:**

**Achievement of the course objectives will be evaluated by the following tools:**

- Attendance and Participation
- Chapter Unit Projects
- Quizzes & Tests
- Research Projects

	<b>% of Grade</b>
Participation with all weekly class discussion posts and Challenges	20%
Chapter Projects	20%
Midterm	15%
Midterm Project	10%
Current Event Project	10%
Final Term Research Project	10%
Final Exam	15%
<b>Total</b>	<b>100%</b>