



WEBER STATE UNIVERSITY

CONTINUING EDUCATION CONCURRENT ENROLLMENT

Syllabus

WSU Department Name

Professional Sales

WSU Course Number & Listing

PS 1503: Introduction to Fashion Merchandising (3 Credit Hrs.)

High School: Northridge High School

WSU Concurrent Adjunct Instructors: Melissa Hobbs

High School Course Name: Introduction to Fashion Merchandising
2017-2018

(**Attention:** Contact the College or University you wish to attend to make sure that these Concurrent Enrollment courses will meet your goals for fulfilling General Education requirements or will count toward your chosen major).

Concurrent Adjunct Instructor's Office Hours

7:15am-2:45pm

Concurrent Adjunct Instructor's phone and email

MHOBBS@dsdmail.net

Prerequisite High School Courses if any

None

WSU Course Description:

A study of the fashion Merchandising industry, including careers in design, manufacturing, wholesaling, promotion, and retailing, including well-known designers, manufacturers, promotion medial and apparel and accessory retail institutions. Also, an

introduction to Fashion Merchandising designed to give the student an overview of the fashion industry. Included are fundamentals of fashion, design, raw materials, manufacturing, wholesaling, promotion, and retailing. A study of women's, men's, and children's wear is also pursued.

WSU Course Objectives:

See Instructor

WSU Required Textbook & Materials:

Fashion Marketing and Merchandising by Mary Wolfe

Introduction to Fashion Merchandise - Student Packet by Professor Cooper

WSU Course Requirements:

Assignments:

1-Three Exams @ 100 pts. Each	300 pts.
2-Research and Analysis Assignment	100 pts.
3-Designer or Corporate Report	100 pts.
4-Five Newspaper/Magazine Articles @ 20 pts.	Each 100 pts.

Other assignments will be given in class

LATE ASSIGNMENT POLICY:

Attendance is important to achieve course objectives and learning. Late assignments will receive 5 minus points for each class day not turned in and assignments will not be accepted after five days. Assignments are due at the beginning of class.

WSU Grading:

A	100 - 95%
A-	94 - 90%
B+	89 - 87%
B	86 - 83%
B-	82 - 80%
C+	79 - 77%
C	76 - 73%
C-	72 - 70%
D+	69 - 67%
D	66 - 63%
D-	62 - 60%

Calendar of Course Content:

Fashion Research and Analysis and Trend Assignment

Make a survey of fashion resources available to you. Read the fashion column in the daily newspaper, magazines, internet etc...Read the latest issues of fashion resources and compare the contents with fashion six months ago. Analyze and describe three basic trend directions for the next 6 months fashion.

Each trend must be documented (showing the resource for each idea). Include THREE major directions and discuss: Sources (designer, country, and background), Colors,

Fabrics, Silhouettes, Style, and Line. Type an analysis of your research accompanied by at least 6 sketches, tracings, or photocopies per trend.

Select any part of an outfit for example: neckline, hemline, or a silhouette (this can be in menswear, women's wear, children's' wear or accessories) then outline the assignment as follows:

EXAMPLES

MEN'S COLLARS: (example)

Today's fashion (pictures and analysis write-up)

6 months ago fashions (pictures and analysis write-up)

Forecast analysis for the next year. (Sketches or pictures and analysis write-up)

Remember this is the most important element of the assignment.

WOMEN'S HEMLINES: (example)

Today's fashion (picture and analysis write-up)

6 months ago fashions (pictures and analysis write-up) Forecast analysis (sketches or pictures and analysis write-up)

WOMEN'S NECKLINES: (Example)

Today's fashions (picture and analysis write-up)

6 months ago fashions (picture and analysis write-up) Fashion analysis (sketches or pictures and analysis write-up)

Make sure your analysis include specific detail. Please type your research analysis accompanied with sketches, tracings or photocopies per trend. Quality is important.

GRADING: 60 points for completeness of information

40 points for quality and neatness

MERCHANDISING

DESIGNER PROJECT-100 POINTS

You will be asked to give an oral and written presentation about a particular designer.

Below you will find an outline for your presentation; i.e., background information, philosophy of design, and designer contributions to the field of fashion. The more examples you show the better the presentation.

You must have a bibliography.

THE FOLLOWING IS A REPORT OUTLINE FOR DESIGNERS:

Background information (biographical data including education, parental influences, other family or friend influences).

Philosophy of design (education, professional training, and professional beginning).

Designers contribution to field of fashion. (Include illustrations, what fabrics are used, silhouettes).

Other design areas (cosmetics, accessories, etc

EXAMPLE

Grading for This Project Will Be as Follows:

Accuracy of examples	10 pts.
Neatness of written report	20 pts.
Please type if possible.	
One point deducted for each spelling error.	
Completeness of Information	20 pts.
Bibliography	10 pts.
Oral Presentation	40 pts.

THE FOLLOWING IS A REPORT OUTLINE FOR CORPORATIONS:

Background information (where did they originate, who is the founder, product lines, etc).

Market strategies (who is their target market, how have they expanded from the original company to today, marketing philosophy, price points, what designers or lines do they carry, and other information).

NEWSPAPER MAGAZINE ARTICLES--10 POINTS EACH

Find five different fashion articles using the internet, magazines, newspapers, etc. These articles should relate to the new and innovative fashion methods and procedures happening in the fashion world.

Place each article (neatly) in a three ring folder. After each article write a summary of the article and your feelings about the article. Remember YOU are a professional now! Your work should be of the highest quality, neatness, and clarity.

GRADING FOR THIS PROJECT:

Number of articles with summaries turned in on time	10 pts.
Neatness and Organization and completeness of information	10 pts.

WSU Course Evaluation:

As a concurrent student, you are given the privilege of evaluating this course. This is an anonymous evaluation which allows you an opportunity to express your opinions of the course and the instructor.

WSU Student Code of Conduct:

Download the WSU Student Code of Conduct at:

www.weber.edu/concurrent/students/CodeOfConduct.asp