



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: Introduction to Fashion Merchandising

SRISA Course Number: BUSI 2101, FDES 2301

Maryville Course Number: HUM 297

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

This course is a survey of the global fashion industry emphasizing the role of both design and merchandising and all aspects of the development of apparel and accessories from fiber to finished product in a retail setting.

2. CONTENT INTRODUCTION

This course will consist of lectures and practical demonstrations in order to provide the student with basic knowledge of the global fashion industry. Students will work on assignments and projects that will help them fully understand the depth and breadth of the fashion environment.. Group critiques and class discussions will enrich student knowledge of the subject by comparing projects and opinions.

3. PRE-REQUISITES

There are no pre-requisites for this course.

4. GOALS AND OBJECTIVES

- Acquire a basic understanding of the nature of the fashion industry as a business entity
- Discover the economic, sociological, and psychological factors influencing fashion.
- Analyze the cyclical nature of fashion and fashion trends on a global basis
- Explore all aspects of the global fashion market place including publications, fashion market weeks and services performed for the fashion organizations.

5. REQUIRED TEXTBOOKS AND MATERIALS

- Dynamics of Fashion, Stone, Elaine, 4th edition, Fairchild
- Fashion Merchandising, Virginia Gorse, AVA Publishing

The students will be provided with the booklet for the class.

6. GRADING POLICY AND EVALUATION PROCEDURES

This course will have both reading and written assignments. In evaluating creative projects and exams the student's awareness, creativity, effort, class participation, and group critiques will be taken into consideration.

** Critiques are friendly group discussion of each student's course work. They allow you to see your own work through the eyes of your peers and instructor, and also encourage you to develop critical insights about your work and the work of others.*

Your final grade will be based on the following percentages:

- 20% Homework and assignments
- 20% Participation and attendance
- 20% Final project
- 40% Exams

The following **grading system** will be observed:

- A Excellent 4.0 95/100 A- 3.7, (90% to 94%)
- B+ 3.3 (87% to 89%)
- B Above Average 3.0 (83% to 86%)
- B- 2.7 (80% to 82%)
- C+ 2.3 (77% to 79%)
- C Average 2.0 (73% to 76%)
- C- 1.7 (70% to 72%)
- D Below Average 1.0 (60% to 69%)
- F Failure 0.0 (59% and below)
- W Withdrawal 0.0

Final Project

- Student must choose one global fashion capital
- Develop a daily schedule as if they were a buyer shopping the market
- Develop a budget including airfare, hotel, and daily expenses
- Choose: 5 Fashion shows they would like to attend
- Follow up with runway shots of show after it has taken place

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. CRITIQUES

There is a Final project for this course. No make-ups are admitted for the project presentation, and exam dates CANNOT be changed for any reason.

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript. Tardiness: After 20 minutes into class time, students are considered absent. Students who leave 20 minutes before class time ends will be considered absent. Excused absences require a doctor's note or a written note from the Director. Arriving in class unprepared to work is considered an unexcused absence.

Behaviour Policy:

A correct, active and responsible participation is strictly recommended.

Students are required to behave properly within the school premises. Classrooms are to be left in order and clean. Students must take care of available equipment and materials and promptly report any damage or loss.

Classroom Etiquette

- Use of cellular phone is prohibited during class time
- No eating in class.

Guidelines for visits:

- Make sure you always have your map and know where to go!

- Make sure you know the exact meeting point each time and how to get there, be aware that there might be changes in the visit schedule.
- If there is an entrance fee to pay, please have the correct change ready.
- Don't burden yourselves with heavy bags, there is not always a place to check them in.
- No food or drinks (not even a small bottle of water) are allowed in museums or churches.
- Please do not be late at the meeting point, as class will not wait for you in order to start the visit.
- A late show will be treated as an absence
- As representative of the SRISA community, when out on visits students are expected to behave considerately.
- If a visit takes place outside the class hours it is still a commitment.

10. COURSE CALENDAR

Introduction to the course / What is Fashion Merchandising ?

Video: "The next black "

Inspiration is the key of success

Special Field trip to Pitti Filati Trade show and Vintage Selection market exhibition (tickets cost 25 euro)

Readings : Research and idea generation- Focus on Pitti Filati

The Nature of Fashion, basic terminology and functions

A century of fashion : The History of 20th century's main styles

Reading assignments from booklet

Visit to the Pitti Palace Costume Gallery

The Fashion Environment : Understanding society's connections to the Industry

The Movement of Fashion: Theories of fashion adoption.

Identifying fashion leaders and followers

Video: The Influencers

Reading assignments from booklet

The Business of Fashion : fashion levels and types of contracts

Video: BBC investigate the secrets of super-brands

Reading assignments from booklet

Fashion Materials: Fibers, textiles, leather, Fur

Review for midterm exam

Reading assignments from booklet

Mid Term Exam

Break

Product development: jobs and processes of producing a line

Supply Chain Management

Reading assignments from booklet

Fashion Ethics and Global industry

Doc.: The true cost

Reading assignments from booklet

Fashion Auxiliary services

Trend Forecasting in brief

Videos: The Sartoliarist Milan, Lady Melbourne: the making of a fashion Blog

Reading assignments from booklet

Visit to Fashionroom bookstore

Branding Luxury brands

Visit the Gucci Museum

Reading assignments from booklet

Review

Presentation of Final Projects

Final test

NOTE:

All visits have to be confirmed and schedule may change within the course of the semester according to different exhibition and museum availability.

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.