

Curriculum/Course Proposal  
ONLINE SIGNATURE PROCEDURE

**Curriculum/course proposals are encouraged to be submitted as far in advance as possible.**

1. Person initiating a proposal is responsible for obtaining and completing the proposal form and all supporting documentation (e.g., course syllabus). Appropriate Program Director must be consulted for departmental approval and Student Records consulted for course code if needed. **Initiators should make sure to be using the most recent version of the Curriculum Proposal form, which is available for review on the Academic Affairs web page (check date stamp for verification).**
2. The initiating person creates a **SINGLE Word document that consists of BOTH the curriculum proposal and supporting documentation**. The document should be named with department code, course code and name and the nature of the proposal and date. For Example: FD\_FSH105 Photoshop for Fashion\_New Course.050221 or FD Course Sequence Revision.111220.
3. The initiator then sends this completed document as an email attachment to Julia, with a cc to Carol Martin, for her review.
4. If the proposal is not approved, Julia will return with feedback/requested changes.
5. If the proposal is approved, Julia will sign, and send it to the Curriculum Committee chair. Julia will notify the initiator of her approval.
6. The Curriculum Committee Chair will be responsible for adding the item(s) to the next available Curriculum Committee agenda and for distributing copies of the proposal to the members. Proposals are uploaded to Drive, where the initiator can see and respond to comments and suggestions from the curriculum committee members.
7. The initiator will be in attendance to hear the committee's feedback. That person will remain responsible for revisions and resubmissions. If a proposal is not approved by the Curriculum Committee, the initiator will make the requested revisions and resubmit to the Curriculum Committee.
8. If/when the proposal is approved by the Curriculum Committee, the Curriculum Committee chair signs the proposal document and forwards it to the Faculty Senate chair.
9. The Faculty Senate chair will add the item(s) to the next Faculty Senate agenda. The Faculty will vote on the proposal.
10. If approved by the Faculty Senate, the proposal is signed by the Faculty Senate chair, and forwarded to Julia for a final signature. Julia provides final approval and will then distribute to the Registrar, Admissions, Marketing, etc.



**HARCUM COLLEGE**  
Curriculum/Course Proposal Form

Proposal Title: Fashion Design and Fashion Merchandising Program Revisions  
with New Courses

All curricula must be initiated by the program director responsible for the course or program and have preliminary approval of the Vice President for Academic Affairs prior to submission to the Curriculum Committee. To initiate this process, send an electronic copy of syllabi and a completed copy of the first page of this Curriculum/Course Proposal Form to the Vice President of Academic Affairs. The Curriculum Committee meets monthly; refer to the Academic Committee schedule or contact the Chair of the Curriculum Committee for exact dates. The individual making the proposal must present it to the curriculum committee at the designated meeting. See instructions for steps to completion.

New course       Course revision       Program revision       CAT approved curriculum change

**Note: For new programs, initiator must meet with the Executive Vice President to review necessary documentation before completing this form.**

**Detail/Rationale:**

New content

Shift in content (e.g., moving units into different courses, collapsing content)

Other

**NOTE: NEW COURSE PROPOSALS MUST ADDRESS ANY OVERLAP TO EXISTING HARCUM COURSES. THIS WILL BE A REQUIREMENT OF CURRICULUM COMMITTEE CHECKLIST**

Narrative: See attached narrative

Financial implications:

The new course sequence will prepare students for a range of potential careers in fashion merchandising. With courses offered both in-person and online, it will offer flexibility for working students. This exciting and relevant new program content should increase enrollment, and is easily converted to an accelerated program for Partnership Site students. This improvement in the program should increase enrollment and outcomes for our students.

Date/semester implementation: Spring 2024

Potential impact on current students (how will change be implemented? Any grandfathered?):

As with previous course sequence revisions, currently enrolled students will have the option to adopt the new Academic Plan, or to remain with their current Plan. Substitutions for individual courses will be made as necessary. The Timeline for Implementation can be found on page 5.

Curriculum Information (for course proposals): See Curriculum Map, p. 86

Prerequisites:

Max participant size:

Minimum prerequisite grade:

Open to students outside of the major:

All of the new courses will be available to students outside of the major. These courses may be of interest to students in related disciplines, such as BUS and ACM. The content of the courses was developed with this in mind. These courses are designed to address retail management principles and practices that are not specific to fashion and could be applicable to any products; food, sporting goods or pet products for example.

Does this course satisfy the requirements for a Core Course? (CAC approval required):

One course, RET214 Global Issues in the Fashion Industry, should satisfy the requirements for a DIV course.

**For program changes, please make sure to include current and proposed course sequences and program maps.**

Julian Crooks

\_\_\_\_\_ Date 8/4/2023  
Initiated by

\_\_\_\_\_ Date \_\_\_\_\_  
Vice President of Academic Affairs (presented for initial approval)

\_\_\_\_\_ Date \_\_\_\_\_  
Chair of Curriculum Committee

\_\_\_\_\_ Date \_\_\_\_\_  
Faculty Senate President

\_\_\_\_\_ Date \_\_\_\_\_  
Vice President for Academic Affairs (final approval)

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## **Summary of Proposed Changes**

### **Updating the Curriculum to Reflect the Changing Industry**

After careful consideration, including interviews with professionals working in the fields related to Fashion Merchandising in particular, and following a Curriculum Camp intensive workshop, it became apparent that the Fashion Merchandising program needed to be updated. It was last addressed in 2018.

At the time, the revised curriculum was designed to contain many electives, the purpose of which was to allow FM (Fashion Merchandising) students to track into courses that were, at that time, being offered in the BUS program, for example, the four course track that led to a Social Media Marketing specialization. Since that time, this specialization has been eliminated, along with other courses that could have filled the elective slots.

### **Program Learning Outcomes that Reflect the Needs of the Current Job Market**

Since then, the FM program has seen decreasing enrollment, and the consensus from Curriculum Camp was that the program seemed very thin, lacking in courses that would help FM students in their future careers. In a study of the possible career paths open to Merchandising students, the Camp assisted in developing more effective and robust Program Learning Outcomes. A comparison of the old and new PLO's can be found on page 8. The updated Curriculum Map is on page 86.

### **Programming that Meets Cross-curricular Needs**

In response to the new PLOs, the course sequence was reconsidered and new courses developed. These courses, encompassing such topics as Retail Management, Retail Buying, and Promotional Event Marketing will better prepare FM students for careers in the industry, and will allow students from other majors who may be interested in a career in retail sales and marketing to explore options and opportunities.

## **Timeline for Implementation**

### **Spring 2024:**

RET111 Retail Management

RET213 Global Issues in the Fashion Industry

### **Fall 2024:**

FSH 116 Introduction to Fashion

ART213 Fashion Illustration

### **Spring 2025**

RET212 Retail Buying

RET214 Promotional Marketing Events

FSH204 Transforming Fashion Design with 3D Technology

## **Program Changes:**

### **Fashion Merchandising**

The Curriculum Map (page 86) reflects a learning sequence that both scaffolds knowledge and skills and connects with the Core courses that will support the outcomes in each semester. (See old and new PLO's, page 8) In addition, existing courses were revised to better connect with Program Learning Outcomes and to reflect the profound and significant changes in the Fashion Industry since 2018.

### **Fashion Design**

The Fashion Design program has been recently updated, and has shown success in meeting the needs of students and preparing them for transfer or career. Two minor changes seem appropriate; replacing FSH104 Fashion Design and Drawing with a more general survey course, FSH116 Introduction to Fashion and replacing ART112 Figure Drawing with the more targeted ART213 Fashion Illustration. Both FSH116 and ART213 are existing courses. Their syllabi were updated to reflect the current Program Learning Outcomes. An additional course, FSH214, Transforming Fashion Design with 3D, was developed to address the increasing use of 3D Garment Design Software. It will be offered as an elective and would be offered in an RL format.

## **New and Revised Courses**

### **Revised Course:**

#### **FSH216 Introduction to Fashion, p. 11**

A survey of the Fashion Industry for both FM and FD students. This course will cover professional communication, presentations and will provide an introduction to working with spreadsheets, an essential skill in many aspects of the industry.

### **New Courses:**

*All new courses are open to all students, and may prove of interest and value to both BUS and ACM students, as well as those in GS.*

#### **RET111 Retail Management, p.25**

This course covers the necessary background knowledge and skills required to work in a management capacity in any retail establishment. Completion of this course and passing the National Retail Foundation test will confer a nationally recognized Certificate in Retail Fundamentals.

#### **RET212 Retail Buying, p.36**

This course explores the process of selecting and purchasing merchandise for the retail industry. It explains the process, reasoning and procedures behind buying decisions, and covers inventory management and negotiating vendor relationships. It is applicable to any retail setting, not specific to fashion.

RET213 Global Issues in the Fashion Industry, p. 52

Addressing the PLO regarding Ethics and Sustainability, this course will cover a variety of topics related to the industry supply chain: environmental impact, fair labor issues, psycho-social implications and ethical business practices. This course should also satisfy the requirements for a Core Diversity course.

RET214 Promotional Event Marketing, p. 64

This course will explore the various kinds of promotional event marketing, for example trade shows, pop-up shops, launch parties, and networking events. The culminating activity will be the production of Harcum's annual Fashion Show. Students will work in teams to facilitate the marketing, production and analysis of this large scale event.

FSH204 Transforming Fashion Design with 3D Technology, p. 73

This course provides an introduction to Browzwear, a cutting-edge 3D design software that is revolutionizing the fashion industry. It covers the basics of using the software to create 3D models, showcases, and animations of various fashion designs

## **Fashion Merchandising**

### Old Mission Statement:

The Mission of the Fashion Design and Fashion Merchandising Programs is to prepare a strong curriculum offering the necessary education and skills to gain successful employment in the fashion industry and/or transfer into a four Fashion Design or Fashion Merchandising Program. Students will also develop a sense of community service through its service learning projects.

### Updated Mission Statement:

A Fashion Merchandising degree at Harcum College will prepare you to focus your creative passion on marketing and selling fashion items over a variety of digital and in-person platforms.

## **Curriculum Map**



Old Program Learning Outcomes:

1. Evaluate the impact of fashion trends, cycles, and target markets to create effective marketing strategies in both conventional and digital format
2. Utilize professional terminology in oral, written, and visual communication.
3. Demonstrate proficiency with industry technology including, but not limited to, spreadsheets, word processing, and Adobe Suite.
4. Use drawing and computer aided design to create concept, design, and trend boards (Photoshop and Illustrator)
5. Identify, differentiate, and evaluate a variety of textiles for buying, costing, and selling apparel products.
6. Use elements and principles of design and color for effective styling and creation of visual merchandising.
7. Prepare for a career in the fashion industry and create both physical and digital portfolios of their work.
8. Evaluate and support their creative work in the context of current and historic fashion movements, designers and influencers

Updated Program Learning Outcomes:

1. Industry Knowledge: Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions.
2. Marketing: Employ strategic marketing tactics grounded in a deep understanding of consumer behavior and market segmentation over both digital and traditional channels
3. Trend Analysis: Analyze and predict trends based upon detailed knowledge of fashion cycles, theories of adoption and market research.
4. Retail Management: Demonstrate proficiency in all aspects of retail management: inventory, buying, operations, assortment planning and customer service.
5. Visual Merchandising: Apply principles of visual merchandising to create compelling displays that enhance the shopping experience and maximize sales in both online and in-person environments
6. Ethics and Sustainability: Promote ethical practices including responsible sourcing, fair labor practices, corporate social responsibility and reducing the environmental impact of fashion product

OLD COURSE SEQUENCEFIRST SEMESTER

FSH 104 Fashion Design &amp; Drawing RET 105

Retail Consumers .

ENG 101 Composition I

RET 211 Textiles 3

IDS 103 College Research Skills

SECOND SEMESTER

FSH 105 Photoshop for Fashion

RET 115 History of Fashion

MTH 111 Quantitative Reasoning

RET 210 Trend Analysis, Styling, Fashion

Forecasting

ELEC Open Elective

THIRD SEMESTER

FSH 202 Portfolio and Presentation

RET 106 Visual Merchandising

ENG 102 Composition II

PSY/SOC Social Science Elective

ELEC Open Elective

FOURTH SEMESTER

ELEC Open Elective

SMM 101 Social Media Marketing

SCI Science Elective

DIV Diversity Elective

ELEC Open Elective

NEW COURSE SEQUENCEFIRST SEMESTER

RET116 Introduction to Fashion

RET 105 Retail Consumers .

SOC

RET 211 Textiles 3

IDS 103 College Research Skills

SECOND SEMESTER

FSH 105 Photoshop for Fashion

RET 115 History of Fashion

RET111 Retail Management

MTH 111 Quantitative Reasoning

ENG 101 Composition I

THIRD SEMESTER

FSH 202 Portfolio and Presentation

RET212 Retail Buying

RET213 Global Issues in the Fashion Industry

ENG 102 Composition II

ELEC Business Elective

FOURTH SEMESTER

RET 106 Visual Merchandising

RET214 Promotional Event Marketing

RET210 Forecasting, Styling and Trend  
Analysis

SCI Science Elective

ELEC Open Elective

## **NEW SYLLABI FOR PROPOSED COURSES**

## RET116 Introduction to Fashion Harcum College Syllabus

### Course Information:

Course Number and Title: RET116 Introduction to Fashion.

Semester and year:

Course Section:

Class Meeting Day and Time:

Course Location:

Credits: 3

Course Length: 15 weeks

Pre-requisites: none

Co-requisites: none

### Instructor Information:

Name:

Email:

Office Location:

Office Hours:

Phone:

### Catalog Course Description:

This course is an introduction to the global fashion industry. Students will analyze the business of fashion; how it is conceived, marketed and sold. It is an overview of important resources, companies and personnel who impact the industry. Introduction to the Fashion Industry is an insightful and engaging course designed to provide students with a comprehensive understanding of the fashion industry's multifaceted landscape.

### Student Learning Outcomes:

#### Core:

Display an appreciation of human achievement and aesthetic values

#### Program:

Students will:

- 1. Industry Knowledge:** Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions.
- 3. Trend Analysis:** Analyze and predict trends based upon detailed knowledge of fashion cycles, theories of adoption and market research.
- 6. Ethics and Sustainability:** Promote ethical practices including responsible sourcing, fair labor practices, corporate social responsibility and reducing the environmental impact of fashion products

**Course:**

Students will:

1. Summarize the historical evolution of the fashion industry, its major shifts, and influences. PLO1
2. Describe the lifecycle of a fashion product, from concept and design to production, marketing, and retail. PLO3
3. Identify the key players within the fashion industry, including designers, manufacturers, retailers, and consumers, and define their roles and interactions. PLO1
4. Analyze current trends in the fashion industry and anticipate potential future developments. PLO3
5. Evaluate the socio-cultural and environmental impact of the fashion industry, and propose strategies for sustainability. PLO6
6. Design creative pieces that reflect an understanding of the fashion industry, and begin to prepare for potential career paths within the sector. PLO1, PLO3

**Textbooks, Materials, and Technology:****Required Textbooks:**

E-book and Studio, In Fashion, fourth edition, Elaine Stone and Sheryl A. Farnan, 2021, ISBN: 9781501362040

**Optional-Recommended Textbooks:****Bibliographical & Digital Resources:**

<https://www.bloomsbury.com/us/in-fashion-9781501361999/>

<https://edu.gcfglobal.org/en/topics/computers/>

**Technology Needed:**

Computer capable of running Adobe Creative Suite (minimum 8 gigabytes of ram and multicore processor).

**Instructional Methods:**

Class Discussion, Studio work, Group Critique, One-on-one Critique.

## Criteria and Methods of Evaluating Students:

### Methods of Evaluation:

Quizzes	10%
Assignments	30%
Projects	30%
Professionalism	15%
Final and Midterm	15%
Total:	100%



### Grading Scheme

A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
D-	60-62	0.7
F	Below 60	0.0

## Course Outline:

Week.	Course Learning Outcome.	Description of Content.	Out of Class Assignments.	Quizzes, Tests, Projects Due.
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1.	CLO5	<p><b>Why Clothes?</b></p> <p>In this module we will explore why people wear clothing and will learn how to gather visual assets on Pinterest</p> <p>Module Learning Outcomes</p> <p>Students will analyze the reasons that people wear the clothing that they do</p> <p>Students will explore the many and varied messages that are communicated by clothing choices</p> <p>Students will practice important computer skills for saving files.</p>	<p>Rent Textbook and Studio, Pick Up Supplies</p> <p>Set Up Canvas Profile</p> <p>Professionalism Points</p>	
2.	CLO1 CLO6	<p><b>Elements of Design:</b></p> <p>In this module we will examine the Principles and Elements of Design, learn about some promising new designers and will practice computer skills.</p> <p>Module Learning Outcomes:</p> <p>Students will examine the Principles and Elements of Design in the context of fashion</p> <p>Students will identify new designers and their influence on fashion.</p> <p><u>HOW DO PRINCIPLES AND ELEMENTS OF DESIGN COMBINE TO CREATE SUCCESSFUL FASHION DESIGNS?</u></p>	<p>PRACTICE: Computer Assignment</p> <p>DISCUSS: Young Up-and-Coming Designers</p> <p>Professionalism Points</p>	<p>Rent Textbook and Studio, Pick Up Supplies</p> <p>Set Up Canvas Profile</p> <p>Professionalism Points</p>

3.	CLO1 CLO2 CLO4	<p><b>The Environment of Fashion</b> In this module we analyze the major factors that affect fashion and learn how research is used to help with market segmentation.</p> <p>We will explore the iconic work and tragic end of famed Italian Designer Gianni Versace.</p> <p>Students will learn how to manage their email.</p> <p>Module Learning Outcomes</p> <p>Students will analyze the factors that affect fashion, and relate them to consumer research</p> <p>Students will discuss the life and work of Versace.</p> <p>Students will learn how to manage their email</p>	<p>PRACTICE: Email Assignment</p> <p>DISCUSS: Versace</p> <p>Quiz 1: The Elements of Fashion</p> <p>Professionalism Points</p>	<p>PRACTICE: Computer Assignment</p> <p>DISCUSS: Young Up-and-Coming Designers</p> <p>Professionalism Points</p>
4.	CLO1 CLO3 CLO6	<p><b>Fashion Media and Communications</b></p> <p>In this module we will explore the world of Fashion Media and Communications, from traditional magazines, to social media influencers.</p> <p>We will examine the careers of fashion editorial superstars, the gatekeepers to traditional fashion and discuss the digital revolution in how fashion is disseminated and promoted.</p> <p>Module Learning Outcomes</p> <p>Students will analyze the changing role of fashion media and communications</p>	<p>PROJECT 1: TEAM SHOWROOM PRESS KIT</p> <p>PRACTICE: Communication and Collaboration Tools</p> <p>Quiz 2: The Environment of Fashion</p> <p>Professionalism Points</p>	<p>DISCUSS: Young Up-and-Coming Designers</p> <p>PRACTICE: Email Assignment</p> <p>Quiz 1: The Elements of Fashion</p> <p>Professionalism Points</p>



		<p>Students will discuss the influence of editor Anna Wintour and creative director Andre Leon Talley</p> <p>WHO ARE THE MAJOR INFLUENCERS OF FASHION TODAY?</p>		
5.	CLO1 CLO4	<p><b>Mens, Womens and Childrens</b></p> <p>In this module, we will examine the work of modern fashion designers that design for both men and women.</p> <p>Module Learning Outcomes</p> <p>Students will categorize apparel by type, size and price point</p> <p>Students will explore the career of American designer, Isaac Mizrahi</p> <p><u>Mens, Womens and Childrensweat - What are the sizing, styles and price points?</u></p>	<p>PRACTICE: Calendar Management</p> <p>DISCUSS: Flipgrid - Debate: Mizrahi - Sellout or Brilliant?</p> <p>Quiz 3: Sizing, Price Points and Categories</p> <p>RUNWAY REPORT! - Research and Reflect</p> <p>Professionalism Points</p>	<p>PRACTICE: Communication and Collaboration Tools</p> <p>DISCUSS: Versace</p> <p>Quiz 2: The Environment of Fashion</p> <p>Professionalism Points</p>
6.	CLO1 CLO2 CLO4	<p><b>The Movement of Fashion</b></p> <p>In this module we will explore the forces affecting fashion change, trends, classics and fads - and the fascinating world of trend forecasters.</p> <p>Module Learning Outcomes</p> <p>Students will analyze the forces of fashion adoption</p>	<p>PRACTICE: Word Processing</p> <p>Professionalism Points</p>	<p>PRACTICE: Calendar Management</p> <p>DISCUSS: Flipgrid - Debate: Mizrahi - Sellout or Brilliant?</p>

		<p>Students will distinguish between fads, trends and classics, and will discuss theories of trend movement</p> <p>Students will work with documents</p> <p><u>Why do fashions change?</u></p>		<p>RUNWAY REPORT! - Research and Reflect</p> <p>Professionalism Points</p>
7.	CLO6	<p>MIDTERM WEEK</p> <p>Sharing and other tips!</p>	<p>PROJECT 2: TEAM: Magazine Presentation</p> <p>PRACTICE: Cloud Storage and File Sharing</p> <p>Quiz 4: Movement of Fashion</p> <p>Professionalism Points</p>	<p>PROJECT 1: TEAM SHOWROOM PRESS KIT</p> <p>PRACTICE: Word Processing</p> <p>DISCUSS: Flipgrid - Debate: Mizrahi - Sellout or Brilliant?</p> <p>Quiz 3: Sizing, Price Points and Categories</p> <p>Professionalism Points</p>
8.	CLO1 CLO3	<p><b>History of Fashion</b></p> <p>In this module we will take a look at the history of fashion.</p> <p>We will examine the lives and careers of the most famous French designers, Chanel, Lagerfeld, Dior and St. Laurent.</p>	<p>PRACTICE: Spreadsheets</p> <p>Professionalism Points</p>	<p>PRACTICE: Cloud Storage and File Sharing</p> <p>Quiz 4: Movement of Fashion</p> <p>RUNWAY REPORT! -</p>

		<p>Module Learning Outcomes</p> <p>Students will analyze history of fashion, and the forces that affect change over time</p> <p>Students will summarize the looks, lives and significance of the most legendary designers of all time</p> <p>Students will create an inventory spreadsheet for their imaginary boutique</p> <p><u>What has fashion communicated in different eras? How does the time you live in affect the way you dress?</u></p>		<p>Research and Reflect</p> <p>Professionalism Points</p>
<p>9.</p>	<p>CLO1</p> <p>CLO5</p> <p>CLO6</p>	<p><b>Textiles</b></p> <p>In this module we will learn about the variety of textiles, their sources, qualities, applications and the processes by which they are made.</p> <p>We will explore the careers of several important New York Designers, and relive the glorious Battle of Versailles, 1973!</p> <p>We'll practice creating compelling slide presentations.</p> <p>Module Learning Outcomes</p> <p>Students will analyze the variety of textiles, their sources, qualities, applications and the processes by which they are made</p> <p>Students will learn about some iconic designers of the 1970s and how one fashion show led to the</p>	<p>PROJECT 3: Presentation Assignment</p> <p>Professionalism Points</p>	<p>Professionalism Points</p>

		<p>ascendancy of the New York Fashion Scene</p> <p>Students will practice creating Google Slide Presentations</p> <p><u>How do you select fabrics for a given design application?</u></p>		
10.	<p>CLO1</p> <p>CLO5</p> <p>CLO6</p>	<p><b>Sustainability</b></p> <p>In this module we will discuss issues of sustainability in textile manufacturing and ethics in garment production.</p> <p>Module Learning Outcomes</p> <p>Students will evaluate the effects of the garment industry on the environment and ethical work practices around the globe</p> <p>Students will continue to practice Illustrator</p> <p>Students will work in class on their projects</p> <p><u>Is ethical fashion possible?</u></p>	<p>PROJECT 4: Final Project</p> <p>Quiz 5: Textiles</p> <p>Professionalism Points</p>	<p>PROJECT 2: TEAM: Magazine Presentation</p> <p>PRACTICE: Spreadsheets</p> <p>Professionalism Points</p>
11.	<p>CLO1</p> <p>CLO3</p> <p>CLO6</p>	<p><b>Avant Garde</b></p> <p>In this module we will explore Avant Garde design, its influence on fashion and the most famous of its practitioners.</p> <p>We will discuss the concept of fashion as art.</p> <p>We will conduct small group critiques with guided questions.</p>	<p>PRACTICE: Spreadsheets</p> <p>DISCUSS: McQueen and I</p> <p>Quiz 6: Product Development</p> <p>Professionalism Points</p>	<p>PROJECT 3: Presentations</p> <p>Quiz 5: Textiles</p> <p>DISCUSS: McQueen and I</p>

		<p>Module Learning Outcomes</p> <p>Students will recognize the qualities of avant garde design</p> <p>Students will critique Project 3 in small groups with guided questions.</p> <p>Students will work in class on their projects</p> <p><u>Is Fashion Art?</u></p>		
<p><b>12.</b></p>	<p>CLO1</p> <p>CLO2</p> <p>CLO4</p>	<p><b>Product Development</b></p> <p>In this module we will learn about the process of product development, and the many career avenues it offers.</p> <p>We will create online portfolios for our work and upload our projects.</p> <p>We will have small group discussions to support the concepts presented for Project 4.</p> <p>Module Learning Outcomes</p> <p>Students will learn about product development and fashion careers</p> <p>Students will create online portfolios</p> <p>Students will help each other to brainstorm for Project 4</p> <p><u>How does a garment go from concept to retail store?</u></p>	<p>PRACTICE: Online Portfolios</p>	<p>PRACTICE: Spreadsheets</p> <p>DISCUSS: McQueen and I</p> <p>Quiz 6: Product Development</p> <p>Professionalism Points</p>

13.	CLO1 CLO5 CLO6	<p><b>Diversity Issues in Fashion</b> In this module we will discuss beauty standards as promoted in the fashion industry.</p> <p>We will look at issues of race, size, age, diversity and inclusivity, and discuss this very important and topical issues. We will take inspiration from global designers that are breaking the traditions of the fashion industry and bringing fresh ideas.</p> <p>Module Learning Outcomes</p> <p>Students will learn about beauty standards in different times and locations</p> <p>Students will draw inspiration from designers from many countries around the globe</p> <p>Students will work on pulling together their final project and presentation</p> <p><u>Does the fashion industry promote unrealistic standards of beauty? Is it as inclusive as it should be?</u></p>	<p>PRACTICE: Final Project</p> <p>DISCUSS: What can we do to make the Fashion Industry more diverse?</p> <p>Professionalism Points</p>	<p>PRACTICE: Online Portfolios</p> <p>Professionalism Points</p>
14.	CLO1	FINAL EXAM WEEK		<p>FINAL EXAM</p> <p>DISCUSS: What can we do to make the Fashion Industry better?</p> <p>Professionalism Points</p>
15.	CLO6	FINAL PRESENTATIONS		PROJECT 4: Final Project

Note: The above class outline is subject to change at the instructor's discretion



## Student Code of Conduct

Expectations include students abiding by a code of conduct. This means avoiding behaviors that a reasonable person would view as substantially or repeatedly interfering with the conduct of a class. Such behavior includes, but is not limited to, harassment and violations of netiquette standards. Students are responsible to comply with an instructor's individual requests regarding appropriate course behavior as listed in the class syllabus.

## Academic Integrity

Personal integrity is a goal that Harcum fosters. Students should be guided by the fundamental ideals of honor and integrity in the personal conduct of their lives. The Harcum degree represents not only the fulfillment of academic requirements but also the development of character and personal conduct.

A student who is dishonest in any assignment, test, or examination, receives a grade of "F," and the incident is reported to the Vice President of Academic Affairs. The penalties for such violations are cumulative. A second violation will result in failure of the course; the third, expulsion from the college.

## Harcum College Resources

### Accommodations

If you are a student with a documented disability needing accommodations, please contact the Office of Disability Services at 610-526-6036, or [disabilityservices@harcum.edu](mailto:disabilityservices@harcum.edu). Staff offices and testing room are located in the lower level of the Academic Center, Suite B6, within the Bryn Mawr campus. Disability Services staff can also meet one on one with students electronically or via Zoom. While requests for disability services may be made at any time, students are strongly encouraged to submit requests as early in the semester as possible. Doing so will facilitate the timely provision of accommodations approved by the Office of Disability Services.

Lab practical exams in a lab setting with the lab instructor are considered an essential function of the course or program and may not be able to be modified.

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# RET111 Retail Management Harcum College Syllabus

## Course Information:

Course Number and Title: RET111 Retail Management

Semester and year:

Course Section:

Class Meeting Day and Time:

Course Location:

Credits: 3

Course Length: 15 Weeks

Pre-requisites:

Co-requisites:

## Instructor Information:

Name:

Email:

Office Location:

Office Hours:

Phone:

## Catalog Course Description:

Explore the dynamic world of retail with our Retail Fundamentals course. This program equips students with a comprehensive understanding of retail operations, customer service, the role of technology in retail, and career opportunities within the industry. It provides essential preparation for the National Retail Federation (NRF) certification exam. Whether you're a retail professional or an aspiring newcomer, this course offers the skills and knowledge needed to succeed in the fast-paced retail environment.

## Student Learning Outcomes:

### Core:

Display an appreciation of human achievement and aesthetic values

### Program:

**1 Industry Knowledge** - Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions

**4 Retail Management** - Demonstrate proficiency in all aspects of retail management: inventory, buying, operations, assortment planning and customer service.

### Course:

1. Retail Industry Understanding:

Explain the structure of the retail industry, different types of retailers, and the roles they play in the economy.

## 2. Customer Service Excellence:

Demonstrate effective customer service skills and understand the importance of building and maintaining customer relationships in retail.

## 3. Retail Operations & Management:

Analyze retail operations and management, including inventory management, merchandising, store layout and design, pricing, and promotion strategies.

## 4. Career Development in Retail:

Develop professional skills relevant to various retail careers, understand the opportunities and career paths in the retail industry, and prepare for the National Retail Federation (NRF) certification exam

## **Textbooks, Materials, and Technology:**

### **Required Textbooks:**

RETAIL INDUSTRY FUNDAMENTALS - TEXTBOOK

SKU: BK-RIF-Textbook2

<https://nrfriseup.com/retail-industry-fundamentals-textbook/>

### **Bibliographical & Digital Resources:**

<https://nrfriseup.com/retail-industry-fundamentals-textbook/>

### **Instructional Methods:**

Discussion, roleplay, lecture, quizzes

## **Criteria and Methods of Evaluating Students:**

### **Methods of Evaluation:**

#### **Method: Grade Percent:**

Exercises:	40%
Quizzes:	20%
Professionalism	15%
Final Exam:	25%
<b>Total:</b>	<b>100%.</b>



## Grading Scheme

A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
D-	60-62	0.7
F	Below 60	0.0

### Course Outline:

Week.	Course Learning Outcome.	Description of Content.	Out of Class Assignments.	Quizzes, Tests, Projects Due.
1.	CLO1	<p><b>What is Retail?</b></p> <p>Retail Reimagined</p> <p>Multichannel and Omnichannel Retailing</p> <p>Distribution Channels</p> <p>Types of Retail Ownership</p>	<p>Exercise 1: Retail Channels</p> <p>Exercise 2: Begin Your Retail Profile: Retail – What’s in it for Me?</p> <p>Exercise 3: Retailer Innovation</p>	

		<p>The Ever-Changing Future of Retail</p> <p>The Economic Impact of Retail</p>	<p>Quiz 1: Knowledge Check</p>	
<b>2.</b>		<p><b>The Retail Product Cycle</b></p> <p>Product and Service Selection</p> <p>Selecting Products for Physical Stores</p> <p>Selecting Products for Virtual Retail</p> <p>Product Allocation</p> <p>Distribution.</p> <p>Selling and Customer Service.</p> <p>On-hand Inventory</p> <p>Pricing and Markdowns</p>	<p>Exercise 4: My Retail Profile: See Yourself There.</p> <p>Quiz 2: Knowledge Check</p>	<p>Exercise 1: Retail Channels</p> <p>Exercise 2: Begin Your Retail Profile: Retail – What’s in it for Me?</p> <p>Exercise 3: Retailer Innovation</p> <p>Quiz 1: Knowledge Check</p>
<b>3.</b>	<p>CLO1</p> <p>CLO2</p>	<p><b>Customer Service Skills</b></p> <p>Your Customer Service Experiences</p> <p>Retail Associates and Company Brand.</p> <p>The Impact of Poor Customer Service.</p> <p>The Customer Loyalty Life Cycle</p> <p>Customer Service Basics.</p> <p>Retail and Technology.</p>	<p>Exercise 8: Retail Technology.</p> <p>Exercise 5: Customer Brand Experience</p> <p>Exercise 6: From Bad to Brilliant!</p> <p>Exercise 7: Customer Service Scenarios</p> <p>QUIZ 3: Knowledge Check</p>	<p>Exercise 4: My Retail Profile: See Yourself There.</p> <p>Quiz 2: Knowledge Check</p>
<b>4.</b>	<p>CLO1</p> <p>CLO2</p>	<p><b>Sales Basics</b></p> <p>Making a Great Impression.</p> <p>The Selling Process.</p>	<p>Exercise 9: The Neglected Customer.</p>	<p>Exercise 8: Retail Technology.</p> <p>Exercise 5: Customer</p>

		<p>Assessing a Customer's Needs and Interests.</p> <p>Sharing Product Knowledge</p> <p>Appealing to the Senses: Demonstrating Products.</p> <p>Offering Options and Alternatives.</p> <p>Recommending Comprehensive Solutions.</p>	<p>Exercise 10: Connecting with a Customer.</p> <p>Exercise 11: Open-Ended Questions.</p> <p>Exercise 12: Active Listening</p> <p>Exercise 13: Cross-Selling</p>	<p>Brand Experience</p> <p>Exercise 6: From Bad to Brilliant!</p> <p>Exercise 7: Customer Service Scenarios</p>
<b>5.</b>	CLO1 CLO2	<p><b>Sales Basics Cont.</b></p> <p>Completing a Sale.</p> <p>Responding to Undecided Customers and Overcoming Objections</p> <p>Explaining the Return Policy.</p> <p>Processing Transactions.</p> <p>Credit and Debit Card Transactions</p> <p>Mobile Payments</p> <p>Offering a Receipt.</p> <p>Knowing Your Sales Goals.</p>	<p>Exercise 14: Responding to an Undecided Customer.</p> <p>Exercise 15: Making Change.</p> <p>Exercise 16: Completing Sales.</p> <p>Exercise 17: Determine Sales Goals</p> <p>QUIZ 3: Knowledge Check</p>	
<b>6.</b>	CLO1 CLO3	<p><b>Retail Operations Basics</b></p> <p>What Are Retail Operations? .</p> <p>Team .</p> <p>Inventory .</p> <p>Supply and Demand</p>	<p>Exercise 18: Inventory Terms</p> <p>Exercise 19: Inventory Scenarios – What's the Impact?</p> <p>Exercise 20: Visual Merchandising</p>	<p>Exercise 14: Responding to an Undecided Customer.</p>

		<p>The Store Inventory Life Cycle</p> <p>Store Employees' Roles in Inventory Management .</p> <p>Marketing .</p> <p>Visual Merchandising .</p> <p>Technology &amp; Tools</p> <p>Financials</p> <p>Retail Operations Overview</p>	<p>Exercise 21: What's It Like?</p>	<p>Exercise 15: Making Change.</p> <p>Exercise 16: Completing Sales.</p> <p>Exercise 17: Determine Sales Goals</p> <p>QUIZ 3: Knowledge Check</p>
7.	<p>CLO1</p> <p>CLO3</p>	<p><b>Retail Operations Basics, cont.</b></p> <p>Retail Stores</p> <p>Retail Store Operational Overview.</p> <p>From a Job to a Career in a Retail Store</p> <p>Supermarkets/Grocery Stores .</p> <p>Fast Food Restaurants .</p> <p>Distribution Centers</p>	<p>Exercise 22: My Retail Profile: Likes and Dislikes</p> <p>Quiz 4 Knowledge Check</p>	<p>Exercise 18: Inventory Terms</p> <p>Exercise 19: Inventory Scenarios – What's the Impact?</p> <p>Exercise 20: Visual Merchandising</p> <p>Exercise 21: What's It Like?</p>
8.	<p>CLO1</p> <p>CLO3</p>	<p><b>Loss Prevention</b></p> <p>Profit Preservation</p> <p>Types of Preventable Loss</p> <p>External Theft: Shoplifting</p> <p>Reporting Known Inventory Loss</p> <p>Anti-Theft Techniques</p>	<p>Exercise 23: Shoplifting.</p> <p>Exercise 24: What's Happening?</p> <p>Quiz 5: Knowledge Check</p>	<p>Exercise 22: My Retail Profile: Likes and Dislikes</p> <p>Quiz 4 Knowledge Check</p>

		<p>External Theft: Customer Fraud</p> <p>External Theft: Ecommerce Fraud</p> <p>Internal: Employee Theft</p> <p>Internal: Employee Fraud</p> <p>Operational Errors</p> <p>Vendor Fraud</p>		
9.	CLO1 CLO3	<p><b>Workplace Safety</b></p> <p>Workplace Safety Policies and Processes</p> <p>The Occupational Safety and Health Administration (OSHA)</p> <p>Additional Workplace Safety Laws and Regulations</p> <p>Common Safety Problems.</p> <p>Proper Lifting Techniques</p> <p>Hand Washing</p> <p>Additional Employee Safety Concerns</p> <p>First Aid</p> <p>Following Emergency Procedures</p>	<p>Exercise 25: Safety Hazards</p> <p>Exercise 26: Match the Regulation</p> <p>Exercise 27: Responding to Safety Hazards .</p> <p>Exercise 28: A Safe and Secure Workplace</p> <p>Quiz 6: Knowledge Check</p>	<p>Exercise 23: Shoplifting.</p> <p>Exercise 24: What's Happening?</p> <p>Quiz 5: Knowledge Check</p>
10.	CLO1 CLO3	<p><b>Understanding Profit</b></p> <p>Profit Margin</p> <p>Operating Expenses vs. Cost of Goods Sold</p>	<p>Exercise 29: Calculate Gross Profit</p> <p>Exercise 30: Calculate Net Profit .</p> <p>Exercise 31: Retail Finances: Match the Term</p> <p>Quiz 7 Knowledge Check</p>	<p>Exercise 25: Safety Hazards</p> <p>Exercise 26: Match the Regulation</p> <p>Exercise 27: Responding to</p>

				<p>Safety Hazards .</p> <p>Exercise 28: A Safe and Secure Workplace</p> <p>Quiz 6: Knowledge Check</p>
<p><b>11.</b></p>	<p>CLO1</p> <p>CLO4</p>	<p><b>Being Professional</b></p> <p>Presenting a Professional Look</p> <p>Demonstrating Employability Attributes</p> <p>Key Behaviors</p> <p>Following Company Policies and Processes</p> <p>Being Reliable</p> <p>More about Effective Communication</p> <p>Digital Communication</p> <p>Holding Yourself Accountable</p> <p>Teamwork</p> <p>Solving Problems Effectively</p> <p>Effective Time Management</p> <p>Prioritizing</p> <p>Focusing</p> <p>Organizing</p> <p>Developing SMART Goals</p>	<p>Exercise 32: Email Draft</p> <p>Exercise 33: Employee Behaviors</p> <p>Exercise 34: Brainstorm Solutions</p> <p>Exercise 35: Prioritization</p> <p>Exercise 36: Write SMART Goals</p> <p>Quiz 8 Knowledge Check</p>	<p>Exercise 29: Calculate Gross Profit</p> <p>Exercise 30: Calculate Net Profit .</p> <p>Exercise 31: Retail Finances: Match the Term</p> <p>Quiz 7 Knowledge Check</p>
<p><b>12.</b></p>	<p>CLO1</p> <p>CLO4</p>	<p><b>A Place for You in Retail</b></p> <p>RISE Up and the Retail Industry</p> <p>Job Goals and Expectations</p>	<p>Exercise 37: Your Elevator Pitch</p> <p>Exercise 38: Search for Jobs Online</p>	<p>Exercise 32: Email Draft</p>



		<p>Exploring Entry-Level Retail Jobs</p> <p>Building Your Network</p> <p>Creating an Elevator Pitch</p> <p>Searching for Jobs Online</p> <p>Using the NRF Board</p> <p>Using Online Job Application Systems</p> <p>Parts of an Online Application</p> <p>Using Keywords When Submitting a Job Application</p> <p>Succeeding in an Interview</p> <p>Preparing for the Interview</p> <p>Common Interview Questions</p>	<p>Exercise 39: Find the Keywords</p>	<p>Exercise 33: Employee Behaviors</p> <p>Exercise 34: Brainstorm Solutions</p> <p>Exercise 35: Prioritization</p> <p>Exercise 36: Write SMART Goals</p> <p>Quiz 8 Knowledge Check</p>
<b>13.</b>	<p>CLO1</p> <p>CLO4</p>	<p><b>A Place for You</b></p> <p>On the Day of the Interview</p> <p>During the Interview</p> <p>Following Up after the Interview</p> <p>Using Good Judgment on Social Media</p> <p>Exploring a Retail Career Path</p> <p>Building Your Career in Retail</p>	<p>Exercise 40: Asking the Right Questions</p> <p>Quiz 9 Knowledge Check</p>	<p>Exercise 37: Your Elevator Pitch</p> <p>Exercise 38: Search for Jobs Online</p> <p>Exercise 39: Find the Keywords</p>
<b>14.</b>	<p>CLO1</p> <p>CLO2</p> <p>CLO3</p> <p>CLO4</p>	<p>Brush up, Review and Practice Exam</p>		<p>Exercise 40: Asking the Right Questions</p> <p>Quiz 9 Knowledge Check</p>

<b>15.</b>	CLO1 CLO2 CLO3 CLO4	<b>NRF CERTIFICATE EXAM!!!</b>		

Note: The above class outline is subject to change at the instructor's discretion

## Expectations

### Student Code of Conduct

Expectations include students abiding by a code of conduct. This means avoiding behaviors that a reasonable person would view as substantially or repeatedly interfering with the conduct of a class. Such behavior includes, but is not limited to, harassment and violations of netiquette standards. Students are responsible to comply with an instructor's individual requests regarding appropriate course behavior as listed in the class syllabus.

### Academic Integrity

Personal integrity is a goal that Harcum fosters. Students should be guided by the fundamental ideals of honor and integrity in the personal conduct of their lives. The Harcum degree represents not only the fulfillment of academic requirements but also the development of character and personal conduct.

A student who is dishonest in any assignment, test, or examination, receives a grade of "F," and the incident is reported to the Vice President of Academic Affairs. The penalties for such violations are cumulative. A second violation will result in failure of the course; the third, expulsion from the college.

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## **RET212 Retail Buying: Basics and Beyond Harcum College Syllabus**

### **Course Information:**

Course Number and Title: RET212 Retail Buying: Basics and Beyond

Semester and year:

Course Section:

Class Meeting Day and Time:

Course Location:

Credits:

Course Length: 15 Weeks

Pre-requisites:

Co-requisites:

### **Instructor Information:**

Name:

Email:

Office Location:

Office Hours:

Phone:

### **Catalog Course Description:**

Embark on a journey into the dynamic world of Retail Buying Strategies, from basics to fashion and beyond. Whether you are interested in selling fashion, food or pet products, the principles are the same. Unleash your creativity and business acumen as you delve into the art of vendor management, strategic product assortment planning, and innovative pricing strategies. Real-world case studies and interactive exercises will help you master the secrets of successful retail buying in a fast-paced market. Get ready to unleash your retail genius and be the driving force behind the next big retail success story!

### **Student Learning Outcomes:**

#### **Core:**

1. Apply critical thinking and mathematical reasoning to problem-solving

### **Program:**

1. Industry Knowledge - Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions
2. Marketing - Employ strategic marketing tactics grounded in a deep understanding of consumer behavior and market segmentation over both digital and traditional channels
3. Trend Analysis and Forecasting - Analyze and predict trends based upon detailed knowledge of fashion cycles, theories of adoption and market research.
4. Retail Management - Demonstrate proficiency in all aspects of retail management: inventory, buying, operations, assortment planning and customer service.

### **Course:**

By the end of the term students will be able to....

1. Demonstrate a comprehensive understanding of the key principles, strategies, and processes involved in retail buying, including product assortment planning, vendor management, negotiation techniques, and supply chain dynamics.
2. Interpret and explain the influence of various external factors on retail buying decisions, such as consumer behavior, market trends, economic indicators, and technological advancements.
3. Apply quantitative analysis techniques, mathematical formulas, and spreadsheet tools to analyze sales data, calculate key performance indicators (KPIs), and make data-driven retail buying decisions that optimize inventory levels, pricing, and promotional strategies.
4. Design and develop a comprehensive retail buying plan for a specific product category or retail business, integrating theoretical knowledge, data analysis, and creative problem-solving to maximize profitability and address market challenges.

### **Textbooks, Materials, and Technology:**

#### **Required Textbooks:**

Retail Buying : From Basics to Fashion 7th Edition **by Richard Clodfelter**

Fairchild Books, 2023

ISBN:

978-1-5013-7572-9 (paperback)

978-1-5013-7565-1 (online)

978-1-5013-7567-5 (epdf)

978-1-5013-7566-8 (epub)

Edition:

Seventh Edition

### **Instructional Methods:**

Class discussion, demonstrations, work in class, guest speakers, field trips

### **Criteria and Methods of Evaluating Students:**

#### **Methods of Evaluation:**

#### **Method: Grade Percent:**

Assignments/exercises:	40%
Quizzes:	20%
Projects:	20%
Professionalism:	20%
<b>Total:</b>	<b>100%</b>



### **Grading Scheme**

A	95-100	4.0
A-	90-94	3.7

B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
D-	60-62	0.7
F	Below 60	0.0

## Course Outline

Week	Course Learning Outcome	Description of Content.	Out of Class Assignments.	Quizzes, Tests, Projects Due.
1.	CLO1 CLO2 CLO3 CLO4	<p><b>Today's Buying Environment</b></p> <p>Recognize the importance of understanding the retail environment when making buying decisions.</p> <p>Describe how online retailing has changed the retail environment and its</p>	<p><b>DOCUMENT:</b> Chapter 1 Video Links</p> <p><b>EXERCISES &amp; ASSIGNMENTS:</b> Assignment A: Tutorial: Using Computerized Spreadsheets</p> <p><b>SPREADSHEET:</b> Assignment A: Spreadsheet</p>	

		<p>impact on decisions made by retail buyers.</p> <p>Identify mobile and social media strategies that can benefit retail buyers. Differentiate between multichannel and omnichannel retailing.</p> <p>Identify examples of how omnichannel strategies have been implemented by retailers.</p> <p>Identify current trends affecting retailing and buying</p>	<p>Quiz 1</p>	
<p>2.</p>	<p>CLO1</p> <p>CLO2</p> <p>CLO3</p>	<p><b>The Buying Function in Retailing</b></p> <p>Recognize factors that will affect the scope of the buyer’s job.</p> <p>Describe the duties and responsibilities of the buyer, assistant buyer, and merchandise manager.</p> <p>Identify the qualifications needed to become a buyer.</p> <p>Outline career paths related to buying careers.</p> <p>Identify trends that will affect buying careers in the future.</p>	<p>DOCUMENT: Chapter 2 Video Links</p> <p>EXERCISES &amp; ASSIGNMENTS: Assignment B: Calculating Individual and Cumulative Markups</p> <p>SPREADSHEET: Assignment B: Spreadsheet</p> <p>EXERCISES &amp; ASSIGNMENTS: Chapter 2 Math Worksheet</p> <p>Quiz 2</p>	<p>DOCUMENT: Chapter 1 Video Links</p> <p>EXERCISES &amp; ASSIGNMENTS: Assignment A: Tutorial: Using Computerized Spreadsheets</p> <p>SPREADSHEET: Assignment A: Spreadsheet</p> <p>Quiz 1</p>



		<p>Explain how a buyer's performance is evaluated.</p> <p>Calculate individual and cumulative markup percentages—quantitative performance objectives used to evaluate a buyer's performance.</p>		
3.	CLO1 CLO2 CLO3	<p><b>Buying for Different Types of Stores</b></p> <p>Describe the differences between buying hard lines and soft lines.</p> <p>Describe the differences between buying fashion merchandise and basic merchandise.</p> <p>List and describe retail formats for which buyers make purchases.</p> <p>Describe how buying is conducted for a single independent retailer.</p> <p>Calculate and use profit percentages as a quantitative performance measurement to develop and implement retailing strategies.</p>	<p>DOCUMENT: Chapter 3 Video Links</p> <p>EXERCISES &amp; ASSIGNMENTS: Assignment C: Calculating Components of Operating Statements</p> <p>SPREADSHEET: Assignment C: Spreadsheet</p> <p>EXERCISES &amp; ASSIGNMENTS: Chapter 3 Math Worksheet</p> <p>Quiz 3</p>	<p>DOCUMENT: Chapter 2 Video Links</p> <p>EXERCISES &amp; ASSIGNMENTS: Assignment B: Calculating Individual and Cumulative Markups</p> <p>SPREADSHEET: Assignment B: Spreadsheet</p> <p>EXERCISES &amp; ASSIGNMENTS: Chapter 2 Math Worksheet</p> <p>Quiz 2</p>
4.	CLO1 CLO2	<p><b>Obtaining Assistance for Making Buying Decisions</b></p>	<p>DOCUMENT: Chapter 4 Video Links</p>	<p>DOCUMENT: Chapter 3 Video Links</p>

	CLO4	<p>Describe how retail buyers use marketing research.</p> <p>Identify the sources of the assistance available to buyers.</p> <p>Identify internal and external sources of information for making buying decisions.</p> <p>Explain the importance of buying offices to buyers.</p> <p>Identify online external sources available to buyers before they make purchasing decisions.</p> <p>Cite examples of how buyers can use the internet to monitor consumer tastes and opinions.</p>	<p>BUYING PROJECT 1: Research your sources</p> <p>Quiz 4</p>	<p>EXERCISES &amp; ASSIGNMENTS: Assignment C: Calculating Components of Operating Statements SPREADSHEET: Assignment C: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 3 Math Worksheet Quiz 3</p>
5.	CLO1 CLO2 CLO4	<p><b>Understanding Your Customers</b></p> <p>Use positioning and targeting to develop retail strategies. Identify methods used to target retail customers.</p> <p>Cite recent demographic and behavior changes in the consumer market.</p>	<p>DOCUMENT: Chapter 5 Video Links</p> <p>BUYING PROJECT 2: Customer Profile Quiz 5</p>	<p>DOCUMENT: Chapter 4 Video Links</p> <p>BUYING PROJECT 1: Research your sources</p> <p>Quiz 4</p>

		<p>Cite recent psychographic changes in the consumer market. Identify the different types of buying motives.</p> <p>Describe data warehousing and data mining.</p> <p>Cite examples of how data mining is used by retail buyers.</p> <p>Describe database marketing and identify its goals.</p> <p>Recognize methods buyers can use to learn more about their customer</p>		
6.	<p>CLO1</p> <p>CLO2</p> <p>CLO4</p>	<p><b>What Customers Buy</b></p> <p>Recognize that the merchandise mix offered must be geared to satisfying customer wants and needs.</p> <p>Identify product categories based on availability and durability.</p> <p>Recognize that fashion is a powerful force in almost all retail stores.</p> <p>Distinguish between fads and trends.</p> <p>Identify stages of the product life cycle.</p>	<p><a href="#">DOCUMENT: Chapter 6 Video Links</a></p> <p><a href="#">Quiz 6</a></p>	<p><a href="#">DOCUMENT: Chapter 5 Video Links</a></p> <p>BUYING PROJECT 2: Customer Profile</p> <p><a href="#">Quiz 5</a></p>

		<p>Describe merchandising decisions occurring at each stage of the product life cycle.</p> <p>List buyers' methods for differentiating products they purchase from those sold by competitors.</p>		
7.	CLO2 CLO3	<p><b>Forecasting</b></p> <p>Recognize the value of accurate forecasting to the buyer.</p> <p>Identify the benefits of developing sales forecasts.</p> <p>Describe internal and external forces affecting sales forecasts.</p> <p>List the steps involved in developing a sales forecast.</p> <p>Predict sales based on stock-to-sales ratios and stock turnover.</p>	<p><b>DOCUMENT:</b> <a href="#">Chapter 7 Video Links</a></p> <p><b>EXERCISES &amp; ASSIGNMENTS:</b> Assignment D: Calculating Stock Turnover and Stock-Sales Ratio</p> <p><b>SPREADSHEET:</b> Assignment D: Spreadsheet</p> <p><b>EXERCISES &amp; ASSIGNMENTS:</b> Chapter 7 Math Worksheet Quiz 7</p>	<p><b>DOCUMENT:</b> <a href="#">Chapter 6 Video Links</a></p> <p>Quiz 6</p>
8.	CLO2 CLO4	<p><b>Preparing Buying Plans</b></p> <p>Distinguish between top-down and bottom-up planning.</p> <p>Identify the purposes of merchandise plans.</p>	<p><b>DOCUMENT:</b> <a href="#">Chapter 8 Video Links</a></p> <p><b>EXERCISES &amp; ASSIGNMENTS:</b> Assignment E: Preparing Buying Plans</p>	<p><b>DOCUMENT:</b> Chapter 7 Video Links</p> <p><b>EXERCISES &amp; ASSIGNMENTS:</b> Assignment D: Calculating Stock Plans</p>

		<p>Outline a process to forecast sales.</p> <p>List and describe the components of a merchandise plan.</p> <p>Calculate planned BOM (beginning-of-month) inventory levels.</p> <p>Calculate planned purchases at retail and at cost.</p> <p>Prepare a six-month merchandise plan.</p> <p>Describe basic stock planning.</p> <p>Describe the importance of open-to-buy.</p>	<p><a href="#">SPREADSHEET: Assignment E: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 8 Math Worksheet Quiz 8</a></p>	<p><a href="#">Turnover and Stock-Sales Ratio SPREADSHEET: Assignment D: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 7 Math Worksheet Quiz 7</a></p>
<p><b>9.</b></p>	<p>CLO2</p> <p>CLO3</p> <p>CLO4</p>	<p><b>Developing Assortment Plans</b></p> <p>Identify the purposes of assortment planning.</p> <p>Describe how assortment planning differs by product categories.</p> <p>Describe how store policies affect assortment planning.</p> <p>Explain how to determine when a product line should be expanded.</p> <p>Describe merchandise classification systems.</p>	<p><a href="#">DOCUMENT: Chapter 9 Video Links</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS: Assignment F: Calculating Assortment Plans SPREADSHEET: Assignment F: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 9 Math Worksheet Quiz 9</a></p>	<p><a href="#">DOCUMENT: Chapter 8 Video Links</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS: Assignment E: Preparing Buying Plans SPREADSHEET: Assignment E: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 8 Math Worksheet Quiz 8</a></p>

		<p>Identify key merchandise selection factors used by consumers when purchasing merchandise.</p> <p>Explain how model stock plans are developed.</p> <p>Prepare an assortment plan.</p>		
<b>10.</b>	<p>CLO2</p> <p>CLO3</p> <p>CLO4</p>	<p><b>Controlling Inventories</b></p> <p>List the benefits of inventory control systems.</p> <p>Describe perpetual inventory control and periodic inventory control.</p> <p>Differentiate between manual and computerized inventory control.</p> <p>Identify the basic information required for inventory control systems.</p> <p>Explain how buyers use inventory control systems.</p> <p>Differentiate between retail and cost methods of inventory valuation.</p> <p>Illustrate how FIFO and LIFO inventory valuations differ.</p> <p>Describe Quick Response inventory management and its benefits.</p>	<p><u><a href="#">DOCUMENT: Chapter 10 Video Links</a></u></p> <p><u><a href="#">EXERCISES &amp; ASSIGNMENTS: Assignment G: Calculating GMROI (Gross Margin Return on Inventory) SPREADSHEET: Assignment G: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 10 Math Worksheet Quiz 10</a></u></p>	<p><u><a href="#">DOCUMENT: Chapter 9 Video Links</a></u></p> <p><u><a href="#">EXERCISES &amp; ASSIGNMENTS: Assignment F: Calculating Assortment Plans SPREADSHEET: Assignment F: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 9 Math Worksheet Quiz 9</a></u></p>

11.	CLO1 CLO2 CLO4	<p><b>Selecting Vendors and Developing Relationships</b></p> <p>Identify how buyers locate new vendors.</p> <p>List and describe different types of vendors.</p> <p>Explain criteria that buyers use to select vendors.</p> <p>Describe methods that buyers use to evaluate vendors.</p> <p>Outline procedures for developing buyer–vendor partnerships.</p>	<p><a href="#">DOCUMENT: Chapter 11 Video Links</a></p> <p>BUYING PROJECT 3: Sourcing Vendors <a href="#">Quiz 11</a></p>	<p><a href="#">DOCUMENT: Chapter 10 Video Links</a></p> <p>EXERCISES &amp; ASSIGNMENTS: Assignment G: Calculating GMROI (Gross Margin Return on Inventory) SPREADSHEET: Assignment G: Spreadsheet EXERCISES &amp; ASSIGNMENTS: Chapter 10 Math Worksheet <a href="#">Quiz 10</a></p>
12.		<p><b>Market Visits and Vendor Negotiations</b></p> <p>Identify the purposes of buying trips.</p> <p>Describe the planning steps required before making a buying trip.</p> <p>Identify a buyer’s typical activities during a buying trip.</p> <p>Recognize that buyers can prepare for negotiations before face-to-face meetings occur with vendors.</p> <p>Develop objectives for negotiations.</p> <p>List and describe frequently used negotiation tactics.</p>	<p><a href="#">DOCUMENT: Chapter 12 Video Links</a></p> <p>BUYING PROJECT 4: Planning your Range  <a href="#">Quiz 12</a></p>	<p><a href="#">DOCUMENT: Chapter 11 Video Links</a></p> <p>BUYING PROJECT 3: Sourcing Vendors <a href="#">Quiz 11</a></p>

		<p>Recognize that the outcome of negotiations should be to develop a long-term partnership with the vendor.</p>		
<p><b>13.</b></p>	<p>CLO2 CLO4</p>	<p><b>Locating Sources in Foreign Markets</b></p> <p>Identify reasons buyers purchase goods in foreign markets.</p> <p>Identify drawbacks buyers face when purchasing goods in foreign markets.</p> <p>Outline the factors to consider when determining the feasibility of purchasing goods in foreign markets.</p> <p>List and explain methods of locating foreign sources.</p> <p>Identify the components of calculating the landed cost of foreign merchandise.</p> <p>Identify special considerations buyers face when their stores expand into foreign markets.</p> <p>Recognize that a continual globalization of the marketplace is occurring.</p> <p>Cite examples of “Buy American” efforts.</p>	<p><a href="#">DOCUMENT: Chapter 13 Video Links</a></p> <p>PRESENT BUYING PROJECTS</p>	<p><a href="#">DOCUMENT: Chapter 12 Video Links</a></p> <p>BUYING PROJECT 4: Planning your Range</p> <p><a href="#">Quiz 12</a></p>



14.	CLO1 CLO2 CLO3 CLO4	<p><b>Making the Purchase</b></p> <p>Describe techniques for price negotiations in the market.</p> <p>List and describe types of discounts for which buyers can negotiate.</p> <p>List and describe types of FOB (free on board) terms.</p> <p>Identify and describe allowances and return privileges that vendors may grant buyers.</p> <p>Recognize the impact of private brands on retailing.</p> <p>List and describe types of orders placed by buyers.</p> <p>Identify key parts of a purchase order.</p>	<p><a href="#">DOCUMENT:</a> <a href="#">Chapter 14 Video Links</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS:</a> <a href="#">Assignment H: Completing Purchase Orders</a></p> <p><a href="#">SPREADSHEET:</a> <a href="#">Assignment H: Spreadsheet</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS:</a> <a href="#">Chapter 14 Math Worksheet</a> <a href="#">Quiz 14</a></p>	<p><a href="#">DOCUMENT:</a> <a href="#">Chapter 13 Video Links</a></p> <p>PRESENT BUYING PROJECTS</p>
15.	CLO3 CLO4	<p><b>Pricing the Merchandise</b></p> <p>Identify the elements of retail price.</p> <p>Calculate initial markup percentage.</p> <p>Calculate retail price using markup based on retail.</p> <p>Identify factors affecting retail price.</p>	<p><a href="#">DOCUMENT:</a> <a href="#">Chapter 15 Video Links</a></p> <p><a href="#">Final Exam</a></p>	<p><a href="#">DOCUMENT:</a> <a href="#">Chapter 14 Video Links</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS:</a> <a href="#">Assignment H: Completing Purchase Orders</a></p> <p><a href="#">SPREADSHEET:</a> <a href="#">Assignment H: Spreadsheet</a></p> <p><a href="#">EXERCISES &amp; ASSIGNMENTS:</a></p>

		<p>Describe the benefits and limitations of price lining.</p> <p>Describe the impact of store image on pricing decisions.</p> <p>Describe the methods used to evaluate pricing decisions.</p> <p>Identify types of adjustments to retail price.</p> <p>Distinguish between markdown percentage and off-retail percentage.</p> <p>Calculate markdown percentages and off-retail percentages.</p>		<p><a href="#">Chapter 14 Math Worksheet</a></p> <p><a href="#">Quiz 14</a></p>
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Note: The above class outline is subject to change at the instructor's discretion



## Expectations

### Student Code of Conduct

Expectations include students abiding by a code of conduct. This means avoiding behaviors that a reasonable person would view as substantially or repeatedly interfering with the conduct of a class. Such behavior includes, but is not limited to, harassment and violations of netiquette standards. Students are responsible to comply with an instructor's individual requests regarding appropriate course behavior as listed in the class syllabus.

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A student who is dishonest in any assignment, test, or examination, receives a grade of "F," and the incident is reported to the Vice President of Academic Affairs. The penalties for such violations are cumulative. A second violation will result in failure of the course; the third, expulsion from the college.

# Harcum College Resources

## Accommodations

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Lab practical exams in a lab setting with the lab instructor are considered an essential function of the course or program and may not be able to be modified.

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## **RET213 Global Issues in the Apparel Industry Harcum College Syllabus**

### **Course Information:**

- Course Number and Title: Global Issues in the Apparel Industry.
- Semester and year:
- Course Section:
- Class Meeting Day and Time:
- Course Location:
- Credits: 3.
- Course Length: 15 weeks.
- Pre-requisites:
- Co-requisites:

### **Instructor Information:**

- Name:
- Email:
- Office Location:
- Office Hours:
- Phone:

### **Catalog Course Description:**

This engaging and thought-provoking course investigates the critical challenges facing fashion today, from ethical and sustainability concerns to labor practices and cultural representation. Students will gain a comprehensive understanding of the industry's structure while evaluating its environmental and social impact. The course will also delve into the transformative role of technology in reshaping the fashion landscape. By critically assessing these complex issues, students will be empowered to envision and advocate for a more sustainable, ethical, and inclusive global fashion industry.

## Student Learning Outcomes:

### Core:

7. Demonstrate the ability to participate responsibly in a complex global community.

### Diversity:

1. Demonstrate cultural self awareness
2. Demonstrate knowledge of cultural worldview frameworks

### Program:

**Industry Knowledge** - Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions

**Ethics and Sustainability** - Promote ethical practices including responsible sourcing, fair labor practices, corporate social responsibility and reducing the environmental impact of fashion products

### Course:

1. Industry Understanding:

Identify and explain the structure and functioning of the global fashion industry, including the roles of different industry players, from designers and manufacturers to retailers and consumers. PLO1

2. Ethical & Sustainable Fashion:

Evaluate the environmental and social impacts of the fashion industry, and propose strategies for promoting sustainability and ethical practices in fashion production and consumption. PLO1, PLO5

3. Labor Practices & Human Rights:

Analyze the labor practices prevalent in the fashion industry, including issues related to wages, working conditions, and workers' rights. Develop strategies to promote fair trade and ethical labor practices. PLO1, PLO5

4. Cultural Appropriation & Representation:

Critically assess instances of cultural appropriation in the fashion industry, and propose ways to encourage cultural sensitivity and inclusivity. PLO1, PLO5

5. Fashion & Technology:

Examine the role of technology in shaping the global fashion industry, including its impact on design, production, distribution, and consumption, as well as its potential to address global issues in the sector PLO1, PLO5

## Textbooks, Materials, and Technology:

### Required Textbooks:

Sustainability and Social Change in Fashion, eBook + STUDIO, Leslie Davis Burns, ISBN: 978-1-5013-3420-7.

### Optional-Recommended Textbooks:

Handouts of selected readings.

### Bibliographical & Digital Resources:

### Technology Needed:

Access to Kanopy.

Computer with access to internet and printer.

## Instructional Methods:

Discussion, presentations, projects:written, visual and verbal, film viewing and response.

## Criteria and Methods of Evaluating Students:

### Grading Scale:

A.	95 to 100	(4.0)
A. minus	90 to 94	(3.7)
B. plus	87 to 89	(3.3)
B.	83 to 86	(3.0)
B. minus	80 to 82	(2.7)
C. plus	77 to 79	(2.3)
C.	73 to 76	(2.0)
C. minus	70 to 72	(1.7)
D. plus	67 to 69	(1.3)
D.	63 to 66	(1.0)
D. minus	60 to 62	(0.7)
F	Below 60	(0.0)

**Methods of Evaluation:****Method:****Grade Percent:**

Quizzes and Movie Responses	10%
Projects (10 @ 7pts)	70%
Course Discussions	10%
Final	10%
<b>Total:</b>	<b>100%</b>

**Outline:**

<b>WEEKLY TOPICAL CLASS MEETING OUTLINE</b>				
<b>MEETING</b>	<b>COURSE OUTCOME SUPPORTED</b>	<b>DESCRIPTION OF CONTENT</b>	<b>OUT OF CLASS ASSIGNMENTS</b>	<b>QUIZZES/TESTS PROJECTS DUE</b>
<b>WEEK 1</b>	CLO1 CLO2 CLO3 CLO4 CLO5	<p><b>OVERVIEW OF SUSTAINABILITY AND SOCIAL CHANGE</b></p> <p><i>Objectives</i></p> <p>Describe environmental, economic, social, and cultural sustainability issues in the global fashion industry.</p> <p>Compare the business frameworks fashion brand companies have adopted to address these issues and challenges.</p> <p>Explain issues and challenges associated with textile production, apparel production, supply chain processes, and over-consumption and textile waste and how the global fashion industry is addressing them.</p> <p>Assignment: PROJECT 1 - Call to Action: What's in Your Closet? -</p>	<p>Read Chapter 1</p> <p>Assignment: PROJECT 1 - Call to Action: What's in Your Closet? - Paper and Presentation - <i>due week 2</i></p>	

		Paper and Presentation - <i>due week 2</i>		
<b>WEEK 2</b>	CLO1 CLO2	<p><b>OVERVIEW OF SUSTAINABILITY AND SOCIAL CHANGE - part 2</b></p> <p>Watch: The True Cost</p> <p>Class Discussion</p> <p>Assignment: PROJECT 2 - Team Project: Research web resource and present report</p>	<p>Read Chapter 2</p> <p>Assignment: PROJECT 2 - Team Project: Research web resource and present report</p>	<p>PROJECT 1: DUE</p> <p>Vocab Quiz</p>
<b>WEEK 3</b>	CLO1 CLO4	<p><b>DIVERSITY, EQUALITY, INCLUSION AND SOCIAL JUSTICE</b></p> <p><i>Objectives</i></p> <p>Describe relevant issues in the fashion industry related to diversity, equity, inclusion, and social justice.</p> <p>Explain strategies in the fashion industry that result in equitable and inclusive fashion products and imagery and promotion of fashion products.</p> <p>Explain how principles of universal design are applied to the design and creation of fashion products.</p> <p>Explain programs and initiatives that companies in the fashion industry have implemented to create more equitable and inclusive workplaces and communities</p> <p>Watch: The Colour of Beauty - Racism in the Fashion Industry</p> <p>Watch: Codes of Gender</p>	<p>Discussion 1: Watch Video and discuss in Discussion Forum</p>	<p>PROJECT 2: DUE</p> <p>Vocab Quiz</p>



<b>WEEK 4</b>	CLO1 CLO4	<p><b>DIVERSITY, EQUALITY, INCLUSION AND SOCIAL JUSTICE - part 2</b></p> <p>Watch: Blacking Up: HipHop's Remix of Race and Identity</p> <p>Watch :Black Dandy: Tracing the Roots and history of Black Dandyism</p> <p>Assignment: PROJECT 3: Diversity and Inclusion Paper - (Size, Age, Race, Gender, Culture) <i>due week 6</i></p>	<p>Read Chapter 3</p> <p>Assignment: PROJECT 3: Diversity and Inclusion Paper - (Size, Age, Race, Gender, Culture) <i>due week 6</i></p>	<p>Discussion 1: Watch Video and discuss in Discussion Forum</p>
<b>WEEK 5</b>	CLO1 CLO2 CLO5	<p><b>PRODUCT LIFE CYCLE Objectives</b></p> <p>Describe the role of product life cycle assessments in determining environmental footprints of products.</p> <p>Assess strategies used by fashion brands to decrease the environmental impact of their products.</p> <p>Recognize laws, regulations, industry standards, and certifications as guidelines and tools for fashion brands and consumers to assure authenticity and transparency of design and merchandising for product life cycle</p> <p>Watch: River Blue: Can Fashion Save the Planet</p> <p>Assignment: PROJECT 4: Call to Action Activity: "I Pledge _____" Activity - <i>due Week 7</i> Study for Midterm</p>	<p>Read Chapter 4 Study for Midterm</p> <p>Assignment: PROJECT 4: Call to Action Activity: "I Pledge _____" Activity - <i>due Week 7</i> Study for Midterm</p>	<p>Vocab Quiz</p>
<b>WEEK 6</b>	CLO1 CLO2	<p><b>LONGEVITY OF USE Objectives</b></p>	<p>Read Chapter 5</p>	

	CLO5	<p>Describe the fashion process and forms of obsolescence and their relationship to fashion design and merchandising for longevity of use.</p> <p>Describe the characteristics of fashion brand companies that use the slow fashion philosophy in their approach to design and merchandising.</p> <p>Describe and explain strategies fashion brands use to design and merchandise fashion products for potential longevity of use.</p> <p>Explain consumer/user attitudes and behaviors that affect longevity of use of fashion products.</p> <p>Watch: Trashed with Jeremy Irons</p> <p>MIDTERM EXAM</p>	<p>Read Selection from: Overdressed - The Shockingly High Cost of Fast Fashion</p>	<p>PROJECT 3 - DUE</p> <p>MIDTERM EXAM</p>
<b>WEEK 7</b>	CLO1 CLO2 CLO3 CLO5	<p><b>SUPPLY CHAIN ASSURANCE AND TRANSPARENCY</b></p> <p><i>Objectives</i></p> <p>Discuss issues in the global fashion industry supply chain that introduce risks for fashion brand companies.</p> <p>Define and explain supply chain management strategies associated with supply chain assurance, traceability, and transparency.</p> <p>Describe strategies for implementing effective social compliance programs by fashion brand companies.</p> <p>Watch: The Economics of Happiness</p>	<p>Read Chapter 6</p> <p>Assignment: PROJECT 5: Video case study team project: Picture Organic Clothing: Supply Chain Assurance and Transparency - - <i>due week 8</i></p>	<p>Vocab Quiz</p> <p>PROJECT 4 - DUE</p>

		Assignment: PROJECT 5: Video case study team project: Picture Organic Clothing: Supply Chain Assurance and Transparency - - <i>due week 8</i>		
<b>WEEK 8</b>	CLO1 CLO3 CLO4	<p><b>CULTURAL ISSUES</b> <i>Objectives</i> Discuss cultural and religious reasons that have birthed covered-up fashion.</p> <p>Identify cultural differences in acceptable fashion and standards of beauty.</p> <p>Analyze the effect that the beauty industry may have on issues of self esteem and health.</p> <p>Watch: Fashioning Fashion: Islamic Faith</p> <p>Assignment: PROJECT 6 :GROUP DEBATE: Is cultural appropriation okay? - <i>due week 10</i></p>	<p>Watch VICE Reports: Fashion in Iran, in Korea</p> <p>Assignment: PROJECT 6 :GROUP DEBATE: Is cultural appropriation okay? - <i>due week 10</i></p>	Vocab Due  PROJECT 5 - DUE
<b>WEEK 9</b>	CLO1 CLO3 CLO4	<p><b>MODELING, THE BEAUTY INDUSTRY AND IMAGES OF WOMEN IN MEDIA</b> <i>Objectives:</i> Create awareness of objectification of women in the media and its implications for cultural attitudes as well as behavior of both males and females</p> <p>Find both positive and negative portrayals of women in ads</p> <p>Deconstruct positive and negative examples considering the kinds of messages they convey about women</p> <p>Develop a written piece that could potentially be placed on the <b>About</b></p>	<p>Watch: America the Beautiful</p> <p>Assignment: PROJECT 7: Write Article for ABOUT FACE Website. <i>Due week 11</i></p>	Movie Response

		<p><b>Face</b> website (or a class version of this site).</p> <p>Watch: Girl Model: The Truth Behind the Glamour</p> <p>Watch: The Illusionists</p> <p>Watch: The Illusionists</p> <p>Assignment: PROJECT 7: Write Article for ABOUT FACE Website. <i>Due week 11</i></p>		
<b>WEEK 10</b>	CLO1 CLO3	<p><b>GLOBAL LABOR ISSUES</b> <i>Objectives</i></p> <p>Explain the ways in which Sweatshops are prevalent in the production of clothing -There are many different steps and processes in the creation of a finished product</p> <p>Describe the arguments for and against sweatshops.</p> <p>Discuss what a sweatshop is, and how they are involved in clothing production</p> <p>Identify where clothes are made - Make a map of where their clothes are made around the world</p> <p>Watch: Invisible Hands</p> <p>Watch: Dead Slow Ahead The Rana Plaza Accident</p>	<p>Read: Selection from Seagle, Lucy "To Die for: Is Fashion Wearing Out the World?"</p> <p>Infographic on Temp positions in the US [<a href="http://s.coop/1ms6w">http://s.coop/1ms6w</a>]</p> <p>Informational, Interactive Walk-through about child labor [<a href="http://s.coop/1ms72">http://s.coop/1ms72</a>]</p> <p>Infographic on Child Labor and Slavery [<a href="http://s.coop/1ms75">http://s.coop/1ms75</a>]</p> <p>Assignment: PROJECT 8 - Interactive Map and Clothing research. Where do your clothes come from? <i>Due week 12</i></p>	<p>Movie Response</p> <p>PROJECT 6 - DUE</p>

		Assignment: PROJECT 8 - Interactive Map and Clothing research. Where do your clothes come from? <i>Due week 12</i>		
<b>WEEK 11</b>	CLO1 CLO2 CLO3 CLO5	<p><b>SUSTAINABLE BUSINESS PRACTICES</b> <i>Objectives</i> Describe the goals and implementation strategies fashion brand companies use to achieve sustainable business logistics.</p> <p>Describe the strategies fashion brand companies implement to enhance the environmental sustainability of their operations.</p> <p>Describe the business strategies of sustainable fashion retailers to promote environmental, social, economic, and cultural sustainability.</p> <p>Assignment: PROJECT 9: Upcycling Project: Design and create a new product that results in an upcycled textile product. Describe your inspiration, design process, and production method. Who is the target customer for your product? Create a brand name for your product. - <i>Due Week 13</i></p>	<p>Read Chapter 7</p> <p>Assignment: PROJECT 9: Upcycling Project: Design and create a new product that results in an upcycled textile product. Describe your inspiration, design process, and production method. Who is the target customer for your product? Create a brand name for your product. - <i>Due Week 13</i></p>	<p>Quiz</p> <p>PROJECT 7 - DUE</p>
<b>WEEK 12</b>	CLO1 CLO2 CLO3 CLO4 CLO5	<p><b>SUSTAINABLE COMMUNITIES</b> <i>Objectives</i> Describe the role the fashion industry plays in creating and maintaining sustainable communities.</p>	<p>Read Chapter 8</p> <p>Assignment: PROJECT 10: Group Project Position Presentations</p>	<p>Vocab Quiz</p> <p>PROJECT 8 - DUE</p>

		<p>Explain and differentiate types of social enterprises in the fashion industry.</p> <p>Provide examples of fashion brand companies whose social objectives are equally or even more important than their business objectives.</p> <p>Watch: The New Economics 101</p> <p>Assignment: PROJECT 10: Group Project Position Presentations</p>		
<b>WEEK 13</b>	CLO1 CLO2 CLO3 CLO5	<p><b>CREATING SUSTAINABLE SUPPLY CHAINS</b> <i>Objectives</i></p> <p>Explain the importance of a systems approach in developing and implementing sustainability plans.</p> <p>Explain interconnected strategies for creating a circular fashion system, including redefining fashion consumption.</p> <p>Outline initiatives and strategies used to educate and empower consumers.</p> <p>Discuss the importance of leadership across and collaborations among fashion brand companies in achieving sustainable fashion supply chains.</p> <p>Watch: Living the Change</p> <p>Watch: Tomorrow</p>	Case Study Presentations	Vocab Quiz  PROJECT 9 - DUE
<b>WEEK 14</b>	CLO1 CLO2 CLO3 CLO4 CLO5	<p><b>PRESENTATIONS</b> Case Study Presentations</p> <p>Watch: Tomorrow</p>		PROJECT 10 - DUE Case Study Presentations
<b>WEEK 15</b>	CLO1	Final Exam		FINAL EXAM

	CLO2 CLO3 CLO4 CLO5	Individual Critique		
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# RET214 Promotional Events Harcum College Syllabus

## Course Information:

Course Number and Title: RET214 Promotional Events

Semester and year:

Course Section:

Class Meeting Day and Time:

Course Location:

Credits: 3

Course Length: 15 weeks

Pre-requisites:

Co-requisites:

## Instructor Information:

Name:

Email:

Office Location:

Office Hours:

Phone:

## Catalog Course Description:

Master the art of fashion styling and show production with our unique course. Students will learn key styling concepts and techniques, while simultaneously delving into the exciting realm of fashion show production. The course culminates in a hands-on experience where students will plan, coordinate, and execute the college's annual fashion show. This immersive program is not just about fashion—it's about collaboration, leadership, and transforming creative concepts into unforgettable realities.

## Student Learning Outcomes:

### Core:

Display an appreciation of human achievement and aesthetic values

### Program:

**1 Industry Knowledge** - Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions

**3 Marketing** - Employ strategic marketing tactics grounded in a deep understanding of consumer behavior and market segmentation over both digital and traditional channels

**5 Visual Merchandising** - Apply principles of visual merchandising to create compelling displays that enhance the shopping experience and maximize sales in both online and in-person environments

### **Course:**

1. Fashion Event Concepts & Techniques:

Demonstrate proficiency in key fashion event concepts and techniques, including understanding audience, risk management, communication, and team coordination, and apply these skills to create powerful marketing events for brands. PLO1, PLO3, PLO5

2. Fashion Show Planning & Coordination:

Design and implement a comprehensive plan for a fashion show, including theme development, budgeting, scheduling, and coordinating between various stakeholders (designers, models, backstage crew, etc.). PLO1, PLO3

3. Fashion Show Technical Production:

Operate the technical aspects of a fashion show, including staging, lighting, sound, and music. Understand the role these elements play in enhancing the audience experience and showcasing the styled outfits effectively. PLO1, PLO3, PLO5

4. Team Collaboration & Leadership:

Collaborate effectively in a team to produce a large-scale event, demonstrating problem-solving, decision-making, and leadership skills. Handle real-world challenges that arise during the production process, and effectively manage resources to deliver a successful fashion show. PLO1, PLO3, PLO5

### **Textbooks, Materials, and Technology:**

#### **Required Textbooks:**

Guide to Producing a Fashion Show 4th Edition, 2018 by Judith C. Everett (Author), Kristen K. Swanson (Author), José Blanco F. (Author) ISBN: 978-1501335105

#### **Instructional Methods:**

Project based learning, hands on activities, discussion

#### **Criteria and Methods of Evaluating Students:**

##### **Methods of Evaluation:**

Professionalism evaluations, Critique; both group and individual, self reporting, project evaluation.

**Method: Grade Percent:**

Committee Reports:	30%
Professionalism:	20%
Projects:	30%
Final Show Participation:	20%
<b>Total:</b>	<b>100%</b>

**Grading Scheme**

A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
B	83-86	3.0
B-	80-82	2.7
C+	77-79	2.3
C	73-76	2.0
C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
D-	60-62	0.7
F	Below 60	0.0

**Course Outline:**

<b>Week.</b>	<b>Course Learning Outcome.</b>	<b>Description of Content.</b>	<b>Out of Class Assignments.</b>	<b>Quizzes, Tests, Projects Due.</b>
<b>1.</b>	CLO1 CLO2 CLO3 CLO4	<p>Overview of Marketing and Event Production:</p> <p>Introduce students to the exciting world of marketing and event production, highlighting their roles in promoting products, services, and experiences.</p> <p>Discuss the impact of well-executed events on brand awareness and customer engagement.</p>	<p>Article Review</p> <p>PROJECT 1: Event Report: Due Week 3</p>	<p>Canvas assignment, all communication</p>
<b>2.</b>	CLO2 CLO3 CLO4	<p>Marketing Fundamentals:</p> <p>Cover the fundamental principles of marketing, including the marketing mix (4Ps), target audience identification, and market segmentation.</p> <p>Explore the importance of understanding consumer behavior and preferences in event planning and marketing strategies.</p>	<p>Marketing Plan for Targeted Customer</p>	<p>Article Review</p>
<b>3.</b>	CLO1 CLO2 CLO3	<p>Event Planning and Strategy</p> <p>Event Planning Process: Dive into the step-by-step event planning process, from conceptualization to post-event evaluation.</p>	<p>PROJECT 2: Group Project: Marketing and Promotional Plan</p>	<p>PROJECT 1: Event Report</p>

	CLO4	Discuss the significance of defining clear objectives, setting budgets, and establishing timelines for successful event execution.		
<b>4.</b>	CLO1 CLO2 CLO3 CLO4	<p>Choosing Event Formats:</p> <p>Explore various event formats such as trade shows, product launches, conferences, and experiential marketing events.</p> <p>Evaluate the suitability of each format based on the target audience, event goals, and marketing objectives.</p> <p>Guest Speakers and Industry Insights:</p> <p>Invite guest speakers from the event production industry to share their experiences and best practices, providing valuable insights and real-world perspectives</p>	Event Formats: Trade Shows and Pop Up Shops	
<b>5.</b>	CLO1 CLO2 CLO3 CLO4	<p>Event Promotion and Communication: Introduce students to event promotion techniques, including traditional advertising, social media marketing, influencer partnerships, and email campaigns.</p> <p>Discuss the role of effective communication in creating buzz and driving attendance.</p>	Promotional Campaign	
<b>6.</b>	CLO1 CLO2 CLO3	<p>Event Production Essentials:</p> <p>Learn the critical aspects of event production, such as venue selection, stage design, audiovisual setup, lighting, and catering.</p>	Event Production Plan	

	CLO4	<p>Discuss how these elements contribute to the overall event experience.</p> <p>Event Logistics and Risk Management:</p> <p>Examine the logistical challenges of event production, including crowd management, security, permits, and contingency planning.</p> <p>Highlight the importance of risk assessment and mitigation to ensure a safe and successful event.</p>		
<b>7.</b>	CLO1 CLO2 CLO3 CLO4	<p>Event Production Essentials:</p> <p>Learn the critical aspects of event production, such as venue selection, stage design, audiovisual setup, lighting, and catering.</p> <p>Discuss how these elements contribute to the overall event experience.</p>	Venue, Lighting and Sound	PROJECT 2: Group Project: Marketing and Promotional Plan
<b>8.</b>	CLO1 CLO2 CLO3 CLO4	<p>Fashion Show Production:</p> <p>Cha 3: The Plan: Roles, sheets, timeline, expenses, budget.</p> <p>Discuss Fashion Show Committees; Select committee to work on</p>		Speaker Event Report
<b>9.</b>	CLO1 CLO2 CLO3 CLO4	<p>Fashion Show Production:</p> <p>Leadership, Venue, Themes</p>	Weekly Committee Reports	Fashion Show Comprehensive Plan

<b>10.</b>	CLO1 CLO2 CLO3 CLO4	Fashion Show Production: Promotion  Advertising  Media  Press releases  Sponsorship	Weekly Committee Reports  Media Research  Sponsorships  Press Release	Weekly Committee Reports
<b>11.</b>	CLO1 CLO2 CLO3 CLO4	Organizing the Show: Selection of looks  Pulling looks and accessories  Casting  Fittings	Weekly Committee Reports  Stylist meeting notes	Weekly Committee Reports  Media Research  Sponsorships  Press Release
<b>12.</b>	CLO1 CLO2 CLO3 CLO4	The Catwalk:  Models - Number and rotation  Hair and Makeup  Responsibilities  Choreography	Weekly Committee Reports  Model Spreadsheet Concluded  Hair and Makeup Orientation	Weekly Committee Reports  Stylist meeting notes
<b>13.</b>	CLO1 CLO2 CLO3 CLO4	Staging, Light and Music	Weekly Committee Reports  Music for all segments due.	Weekly Committee Reports  Model Spreadsheet Concluded

				Hair and Makeup Orientation
<b>14.</b>	CLO1 CLO2 CLO3 CLO4	SHOW WEEK!!!		
<b>15.</b>	CLO1 CLO2 CLO3 CLO4	Evaluation and Review		

Note: The above class outline is subject to change at the instructor's discretion



## Expectations

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### Academic Integrity

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A student who is dishonest in any assignment, test, or examination, receives a grade of "F," and the incident is reported to the Vice President of Academic Affairs. The penalties for such violations are cumulative. A second violation will result in failure of the course; the third, expulsion from the college.

## Harcum College Resources



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**Fashion Design****OLD COURSE SEQUENCE****FIRST SEMESTER**

FSH 104 Fashion Design &amp; Drawing

RET 106 Basic Construction

RET 211 Textiles

ART112 Figure Drawing

IDS 103 College Research Skills

**SECOND SEMESTER**

FSH 105 Photoshop for Fashion

RET 115 History of Fashion

ENG 101 Composition I

MTH 111 Quantitative Reasoning

FSH102 Flat Pattern Design

**THIRD SEMESTER**

FSH 202 Portfolio and Presentation

FSH 201 Illustrator

FSH 107 Draping

ENG 102 Composition II

SCI

**FOURTH SEMESTER**

FSH 203 Technical Design

FSH 205 Senior Collection Workshop

DIV

SOC

ELEC Open Elective

**NEW COURSE SEQUENCE****FIRST SEMESTER**

FSH 116 Introduction to Fashion

RET 106 Basic Construction

RET 211 Textiles

ART 213 Fashion Illustration

IDS 103 College Research Skills

**SECOND SEMESTER**

FSH 105 Photoshop for Fashion

RET 115 History of Fashion

ENG 101 Composition I

MTH 111 Quantitative Reasoning

FSH102 Flat Pattern Design

**THIRD SEMESTER**

FSH 202 Portfolio and Presentation

FSH 201 Illustrator

FSH 107 Draping

ENG 102 Composition II

SCI

**FOURTH SEMESTER**

FSH 203 Technical Design

FSH 205 Senior Collection Workshop

RET214 Global Issues in the Fashion Industry

SOC

ELEC Open Elective

# **FSH214 Transforming Fashion Design with 3D Technology**

## **Introduction to Browzwear**

### **Harcum College Syllabus**

#### **Course Information:**

Course Number and Title: FSH214 Transforming Fashion Design with 3D Technology

Semester and year:

Course Section:

Class Meeting Day and Time:

Course Location: RL

Credits: 3

Course Length: 15 weeks

Pre-requisites: FSH102, FSH201

Co-requisites:

#### **Instructor Information:**

Name:

Email:

Office Location:

Office Hours:

Phone:

#### **Catalog Course Description:**

This course provides an introduction to Browzwear, a cutting-edge 3D design software that is revolutionizing the fashion industry. It covers the basics of using the software to create 3D models, showcases, and animations of various fashion designs. By the end of the course, students will have a solid understanding of how to utilize Browzwear in their own design process, significantly enhancing their ability to bring their creative visions to life.

#### **Student Learning Outcomes:**

##### **Core:**

1. Display an appreciation of human achievement and aesthetic values

#### **Program:**

##### **Course:**

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

1. Understand the interface and workflow of Browzwear.
2. Create 3D models of clothing items using Browzwear.
3. Apply textures, colors, and patterns to 3D models in Browzwear.

4. Simulate and visualize the fit and drape of clothing in various materials.
5. Create and manipulate digital mannequins to showcase designs.
6. Export 3D designs for use in other applications or for physical production.
7. Recognize the environmental and financial implications of 3D design in fashion.

### **Textbooks, Materials, and Technology:**

#### **Bibliographical & Digital Resources:**

Browzwear University

#### **Technology Needed:**

Computer with Fashion Department Specifications

#### **Instructional Methods:**

Demonstration, Studio Work, Group and one-on-one Critiques.

### **Criteria and Methods of Evaluating Students:**

#### **Methods of Evaluation:**

##### **Method: Grade Percent:**

Professionalism:	15%
Quizzes:	10%
Projects:	50%
Final Project:	15%
Reflections:	10%
<b>Total:</b>	<b>100%</b>



### **Grading Scheme**

A	95-100	4.0
A-	90-94	3.7
B+	87-89	3.3
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C-	70-72	1.7
D+	67-69	1.3
D	63-66	1.0
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### Course Outline:

Week.	Course Learning Outcome.	Description of Content.	Out of Class Assignments.	Quizzes, Tests, Projects Due.
1.	CLO1 CLO7	<b>Introduction to Browzwear:</b> Overview of the software, the benefits of 3D design in fashion, and Browzwear's role in sustainable fashion	Research on the application of 3D design in current fashion trends. Prepare a brief report or presentation to share with the class.	
2.	CLO1	<b>Navigating the Interface:</b> Learning about the interface elements and how to customize the workspace.	Familiarize yourself with the Browzwear interface and customize your workspace. Write a reflection on your initial thoughts about the software.	Report Due
3.	CLO1 CLO2	<b>Creating Your First 3D Model:</b> Guided project to create a simple 3D garment.	Design a simple garment (like a T-shirt) in Browzwear. Experiment with different fabrics and colors.	Reflection Due
4.	CLO3	<b>Textures, Colors, and Patterns:</b> How to apply and modify different visual elements on your designs.	Apply different textures, colors, and patterns to your	Tshirt line Due

			T-shirt design from Week 3.	
5.	CLO4	<b>Fit and Drape:</b> Understanding fabric properties and how to simulate them in Browzwear.	Simulate the fit and drape of a simple garment (like a skirt or trousers) with different types of materials. Compare the results and document your findings.	Extended Line Due
6.	CLO1 CLO2 CLO3 CLO4	<b>Advanced Modeling:</b> Techniques for creating complex garments and accessories.	Design a more complex garment (like a jacket) in Browzwear. Explore different styles and textures.	Variations due
7.	CLO5	<b>Digital Mannequins:</b> How to create, adjust, and pose mannequins for showcasing designs.	Create a digital mannequin and pose it to showcase one of your designs. Capture a screenshot and write a reflection on the process.	
8.	CLO1 CLO2 CLO3 CLO4 CLO5	<b>Midterm Project:</b> Students will design and create a piece of clothing of their choice.	Midterm Project - Design a piece of clothing of your choice in Browzwear, taking into account all the skills learned so far.	Advanced Garment Due on custom avatar
9.	CLO1 CLO2 CLO3	<b>Feedback and Revision:</b> Critique and refinement of the midterm project, introduction to the concept of iterative design.	Refine your midterm project based on the feedback received. Submit the revised design along with a reflection on the changes you made.	

	CLO4 CLO5 CLO6			
10.	CLO1 CLO2 CLO3 CLO4	<b>Designing Collections:</b> How to manage multiple designs and build a cohesive collection.		
11.	CLO2 CLO7	<b>Real-World Application:</b> Understanding the Browzwear's role in the production process and its applications in the fashion industry.	Begin designing a small collection of cohesive clothing. Sketch your initial ideas and create a mood board to share with the class.	Midterm Project Due
12.		<b>Exporting and Beyond:</b> How to prepare 3D models for production, sharing, or use in other applications.	Export your designs for use in a portfolio or for physical production.	Sketches and Mood Board Due
13.	CLO7	<b>Sustainability in Fashion:</b> Discussion on how 3D design contributes to sustainable fashion practices, reduction of waste, and cost-efficiency.	Final Project - Continue working on your collection. Submit a progress report detailing your work so far and any challenges you're facing.	
14.	CLO1 CLO2 CLO3 CLO4 CLO5	<b>Final Project Work Period:</b> Work on final project (creation of a small, cohesive clothing collection).		Progress Report Due

	CLO6			
<b>15.</b>	CLO1 CLO2 CLO3 CLO4 CLO5 CLO6	<b>Final Project Presentations:</b> Students present their final projects and receive feedback from the instructor and classmates	Prepare your final project presentation. Ensure your designs are polished and ready to share, and prepare your talking points about your collection.	Final Collection Due

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<p><b>Program Learning Outcomes</b></p>	<p>RET 116 Intro to Fashion</p>	<p>RET1 05 Retail Consumers</p>	<p>SO C</p>	<p>RET 211 Textiles</p>	<p>IDS 103 College Research Skills</p>	<p>FSH1 05 Photography for Fashion</p>	<p>RET1 15 History of Fashion</p>	<p>ENG 101 Composition 1</p>	<p>MT H11 1 Quantitative Reasoning</p>	<p>RET1 11 Retail Management</p>	<p>FSH 202 Portfolio and Presentation</p>	<p>RET2 12 Retail Buying</p>	<p>Bus Elective (SMM, Entrepreneurship or Marketing)</p>	<p>ENG 102 Composition 2</p>	<p>RET21 3 Global Issues in the Fashion Industry</p>	<p>RET21 0 Styling and Trend Analysis</p>	<p>SCI</p>	<p>RET106 Visual Merchandising</p>	<p>RET214 Promotional Events</p>	<p>Elective or Internship</p>
<p><b>Course Focal Point(s)</b></p>	<p>survey of fashion industry and business</p>	<p>consumer behavior</p>	<p>human behavior</p>	<p>textile quality, composition and behavior</p>	<p>research</p>	<p>technical skill in digital design</p>	<p>humanities, historical lens for understanding fashion movement</p>	<p>writing, research</p>	<p>math skills</p>	<p>store operations, results in certificate in Retail Foundations</p>	<p>career preparation</p>	<p>purchasing for retail</p>	<p>marketing, digital or traditional</p>	<p>advanced patterns</p>	<p>global perspective</p>	<p>forecasting and visual styling</p>	<p>nutrition</p>	<p>omni channel display of products</p>	<p>event production and visual styling</p>	<p>Can be used for internship</p>
<p><b>Industry Knowledge -</b> Develop a comprehensive understanding of the global fashion industry, its processes, participants, history, current trends and future directions</p>	<p>I, P</p>	<p>I, P, M</p>		<p>I, P</p>			<p>I, P</p>			<p>P, M</p>	<p>P, M</p>	<p>P, M</p>			<p>P, M</p>	<p>P</p>		<p>P, M</p>	<p>P</p>	

<p><b>Marketing -</b> Employ strategic marketing tactics grounded in a deep understanding of consumer behavior and market segmentation over both digital and traditional channels</p>		I, P, M	I								P, M	P,M	P,M			P		P, M	I, P, M				
<p><b>Trend Analysis and Forecasting -</b> Analyze and predict trends based upon detailed knowledge of fashion cycles, theories of adoption and market research.</p>	I				I, P	P				M	P,M					P, M							
<p><b>Retail Management -</b> Demonstrate proficiency in all aspects of retail management: inventory, buying, operations, assortment planning and customer service.</p>	I								I, P, M		P					P							

<p><b>Visual Merchandising -</b> Apply principles of visual merchandising to create compelling displays that enhance the shopping experience and maximize sales in both online and in-person environments</p>					I, P					P, M													
<p><b>Ethics and Sustainability -</b> Promote ethical practices including responsible sourcing, fair labor practices, corporate social responsibility and reducing the environmental impact of fashion products</p>	I			I, P		P				P													

