

LSC Use Only
Number: _____
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Number: 91-31
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: CS 380 Apparel Industry I
Suggested 20 Character Course Title: Apparel Industry I
Department: Consumer Services
Contact Person: Joan Schmitt

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

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

III. Approvals

Joan Schmitt
Department Curriculum Committee

Donna Pfeiffer
Department Chairperson

Miriam Moore-Amitege
College Curriculum Committee

Harold E. Wingard
College Dean *

Director of Liberal Studies
(where applicable)

Provost (where applicable)

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

IV. Timetable

Date Submitted
to LSC: _____
to UWUCC: _____

Semester to be
implemented:
Fall 1992

Date to be
published
in Catalog:
Fall 1992

IV. DESCRIPTION OF CURRICULUM CHANGE

1. Catalog Description

CS 380 Apparel Industry I	3 credits
	3 lecture hours
Prerequisites: CS 216; completion of	0 lab hours
57 semester hours	(3c-01-03sh)

Introduces the student to the design, production and distribution of apparel, including primary textile markets, women's, men's and children's wear, accessories, fashion centers, retailers of fashion, apparel wholesale selling process, fashion store image, and future trends.

COURSE SYLLABUS

I. CATALOG DESCRIPTION

CS 380 Apparel Industry I	3 credits
	3 lecture hours
Prerequisites: CS 216; completion of	0 lab hours
57 semester hours	(3c-01-03sh)

Introduces the student to the design, production and distribution of apparel, including primary textile markets, women's, men's and children's wear, accessories, fashion centers, retailers of fashion, apparel wholesale selling process, fashion store image, and future trends.

II. COURSE OBJECTIVES

Upon completion of this course the student will:

1. Recognize the interrelationship between the numerous fashion industries.
2. Describe the concepts involved in the design and production procedures of women's, men's, children's apparel and accessories.
3. Define the function of fashion centers and evaluate the contribution to the apparel industry.
4. Identify the channels of apparel distribution and effects of current strategies.
5. Assess the impact of apparel wholesale selling, image, and future trends on the fashion industry.

III. COURSE OUTLINE

- A. The Business of Fashion: An Overview (1 sh lecture)
- B. Primary Markets--Materials of Fashion (3 sh lectures)
 1. Role of Textile Mills and Converters
 2. Fiber Product Development and Marketing
 - a. generic v.s. brand name
 - b. sales promotion
 - c. fiber distribution
 3. Fabric Product Development and Marketing
 - a. textile design
 - b. sales promotion
 - c. fabric markets
 - d. sales rep
 - e. jobber
 4. Impact of Importers

5. Furs and Leathers
- C. Women's Apparel (9 sh lectures)
 1. Nature of the Industry
 2. Location of Fashion Market Centers
 3. Line Design
 - a. designers v.s. stylists
 - b. sources of inspiration
 - c. color/fabric research
 - d. style creation
 - e. sketch/croquis
 - f. design technique and pattern development
 - g. manufacturing categories
 - h. custom design
 - i. design awards
 4. Line Organization
 - a. sample development
 - b. item lines
 - c. group lines
 - d. staple items
 - e. hot items
 - f. color story planning
 - g. group organization to form a line
 - h. garment costing
 5. Line Production
 - a. duplicates
 - b. detailed production schedule
 - c. patterning and cutting
 - d. garment assembly
 - e. traditional and computerized production procedures
 - f. sizing and standardization
 - g. contracting
 - h. impact of imports/private branding
 - i. licensing/counterfeiting
 - j. unions
 - k. shipping/Quick Response
 6. Line Marketing
 - a. showrooms
 - b. market weeks
 - c. trade shows
 - d. advertising and promotion
 - e. accounting and finance
 - f. wholesale/retail distribution
- D. Accessories (1 sh lecture)
- E. Children's Apparel (2 sh lecture)
 1. Nature and History of Industry
 2. Categories and Methods of Production
 3. Development from Departments to Division
 4. Merchandising Practices/Problems
 5. Specialty Shop Set Up

- F. Menswear (3 sh lectures)
 - 1. History and Development
 - 2. Nature of Industry
 - 3. Methods of Operation/Categories
 - 4. Design
 - 5. Production Procedures
 - 6. Computerization/Robotics
 - 7. Impact of Imports
 - 8. Role of Unions
 - 9. Marketing

- G. Fashion Imports (3 sh lectures)
 - 1. Penetration by Foreign Apparel Producers
 - 2. Regulations
 - 3. Global Sourcing: An International Fashion Mix
 - 4. US Penetration of Foreign Markets
 - 5. Europe 1992

- H. Foreign Fashion Centers (5 sh lectures)
 - 1. France
 - 2. Italy
 - 3. Great Britain
 - 4. Other European Centers
 - 5. Middle East
 - 6. Far East
 - 7. Canada
 - 8. Other World Centers
 - 9. Import Penetration/Made in the USA

- I. Retailers of Fashion (9 sh lectures)
 - 1. History and Development
 - 2. Diversity/Innovation
 - 3. Classification by Ownership
 - a. Independent
 - b. Corporate Chains
 - c. Corporate Ownership Groups
 - d. Leased Department
 - e. Franchise
 - f. Military PX/Commissary
 - g. Wholesaler as Retailer
 - h. Cooperative
 - 4. Classification by Merchandise Handled
 - a. Department
 - b. Junior Department
 - c. Specialty
 - d. Limited Line
 - e. Boutique
 - f. Discount
 - g. Off-Price
 - h. One-Price
 - i. Variety
 - j. Hypermarkets
 - k. Thrift/Second Hand
 - l. Factory Outlet

- m. Warehouse Clubs
- n. Flea Markets
- 5. Non-Store Methods
 - a. Vending Machine
 - b. Catalog
 - c. Mail Order
 - d. Door-to-Door
 - e. Party Plan
 - f. Telephone
 - g. Electronic
 - 1) TV Marketing
 - 2) Home Shopping
 - 3) Computer
 - 4) Kiosks
- 6. Private Labeling
- 7. Acquisitions and Mergers/Mega Retailers
- 8. Shopping Centers/Developers

- J. Apparel Selling--Auxiliary Fashion Services (2sh lectures)
 - 1. Fashion Information and Advisory Services
 - 2. Market Representatives
 - 3. Fashion Publications
 - 4. Fashion Media Services

- K. Fashion Store Image (2 sh lectures)
 - 1. Target Customers
 - 2. Defining Image
 - 3. Degree of Fashion Leadership

- L. Future Trends (2 sh lectures)

IV. EVALUATION METHODS

The final grade for this course will be based on performance in either Option A or Option B.

Each student will decide the method of evaluation by choosing either Option A or Option B.

OPTION A:

- TESTS
(total 700 points or 70% of grade)
- RESEARCH PAPER
(total 200 points or 20% of grade)
- IN-CLASS ASSIGNMENTS
(total 100 points or 10% of grade)

OPTION B:

- TESTS
(total 900 points or 90% of grade)
- NO RESEARCH PAPER
- IN-CLASS ASSIGNMENTS
(total 100 points or 10% of grade)

FINAL POINT SCALE:

900 to 1000 points earned = A
 800 to 899 points earned = B
 700 to 799 points earned = C
 600 to 699 points earned = D
 less than 600 points = F

TESTS: There will be four(4) exams consisting of a combination of True/False, Multiple Choice, Matching and potential Completion/Short Answer Essay. (100 points each)

RESEARCH PAPER: Each student choosing Option A will prepare an 8-10 page paper on a topic approved by the instructor. Ideas for topic choice will be due during week 3; preliminary, typed outline will be due during week 6; final, typed paper will be due during week 12.

Research Papers will be graded on:

- content completeness
- depth of research
- authenticity
- documentation
- organization
- clarity, accuracy, neatness

LATE PAPERS WILL NOT BE ACCEPTED

IN-CLASS ASSIGNMENTS: Content, type and number (minimum of five) are dependent on student need for concept comprehension and/or application.

NOTE: If emergency arises, notification of instructor must be made by student PRIOR to exam and/or research paper due date.

SAMPLE OF CONTRACT FORM FOR OPTION A OR OPTION B:

Complete the following form and return by (date given)

DATE _____

NAME _____

I choose the following option as the basis for evaluation in CS 380 Apparel Industry I:

_____ OPTION A _____ OPTION B

NOTE: Signed contract due the end of Week 2; choice of Option may be changed with approval of instructor.

V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Jarnow, Jeannette A. and Miriam Guerreiro.
Inside the Fashion Business. 5th ed. New York: Macmillan
 Publishing Company, 1991.

VI. SPECIAL RESOURCE REQUIREMENTS

No special resources are required.

VII. BIBLIOGRAPHY

Calasibetta, Charlotte Mankey , EdD. Essential Terms of
 Fashion. New York: Fairchild Publications, 1986.

Diamond, Jay and Ellen Diamond. The World of Fashion.
 New York: Harcourt Brace Jovonich, 1990.

Edelman, Amy Holman. The Fashion Resource Directory. New
 York: Fairchild Publications, 1990.

Frings, Gini Stephens. Fashion From Concept to Consumer.
 Englewood Cliffs, NJ: Prentice-Hall, Inc., 1982.

Glock, Ruth E. and Grace I. Kunz. Apparel Manufacturing:
 Sewn Product Analysis. New York: Macmillan Publishing
 Company, 1990.

Hudson, Peyton B. Guide to Apparel Manufacturing.
 Greensboro, NC: MEDIApparel, Inc., 1988.

Kopp, Ernestine, Vittorino Rolfo, Beatrice Zelin, and Lee
 Gross. Designing Apparel Through the Flat Pattern.
 5th ed. New York: Fairchild Publications, 1982.

Rogers, Dorothy S. and Lynda R. Gamans. Fashion: A Market-
 ing Approach. New York: Holt, Rinehart and Winston,
 1983.

Rosen, Selma. Children's Clothing: Designing, Selecting
 Fabrics, Patternmaking, Sewing. New York: Fairchild
 Publications, 1983.

Schmiechen, James A. Sweated Industries and Sweated Labor:
 The London Clothing Trades, 1860-1914. Urbana:
 University of Illinois Press, 1984.

Solinger, Jacob. Apparel Manufacturing Handbook: Analysis,
 Principles and Practices. 2nd ed. New York: Fairchild
 Publications, 1990.

Stone, Elaine and Jean A. Samples. Fashion Merchandising: An Introduction. 4th ed. New York: Gregg Division, McGraw-Hill, 1985.

U.S. Chamber of Commerce. International Division. Europe 1992: A Practical Guide for American Business. (Washington, D.C.): US Chamber of Commerce. International Division, 1989.

Waldinger, Roger David. Through the Eye of the Needle: Immigrants and Enterprise in New York's Garment Trades. New York: New York University Press, 1986.

Wolfe, Mary. Fashion! South Holland, IL: The Goodheart-Willcox Company, Inc., 1989.

TRADE PUBLICATIONS

Apparel Industry
Apparel Merchandising
Bobbin
Chain Store Age
Daily News Record
Discount Store News
Stores -- NRF
Women's Wear Daily

HISTORICAL REFERENCES:

Amalgamated Clothing Workers of America. Documentary History of the Amalgamated Clothing Workers of America. New York: ACWA, 1920.

Apparel Engineering and Needle Trades Handbook. New York: Kogos International Corp., 1960.

Chambers, Bernice Gertude. Color and Design: Fashion in Men's and Women's Clothing and Home Furnishings. New York: Prentice-Hall, 1951.

Corbin, Harry A. The Men's Clothing Industry. Fairchild Publications, 1970.

Gebbia, Anthony S. Modern Method of Women's & Children's Garment Design: Measurement Charts, Pattern Drafting, Grading. Chicago: Modes Apparel Co., 1955.

Grace, Evelyn. Introduction to Fashion Merchandising. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1978.

Greenwood, Kathryn Moore and Mary Fox Murphy. Fashion Innovation and Marketing. New York: Macmillan, 1978.

- Hamburger, Estelle. Fashion Business. It's All Yours. San Francisco: Canfield Press, 1976.
- Hayter, Edith Fletcher. Behind the Scenes in Fashion Merchandising. New York: Pageant Press, 1965.
- Jaffe, Hilde. Children's Wear Design. New York: Fairchild Publications, 1979.
- Levin, Phyllis Lee. The Wheels of Fashion. Garden City, NY: Doubleday, 1965.
- Mendelson, Nathaniel H. and Herbert S. Walker. Children's Wear Merchandiser. Rev.ed. New York: National Retail Merchants Association, 1979.
- Meshke, Edna Dorothy. Textiles and Clothing Analysis and Synthesis. Minneapolis: Burgess Publishing Co., 1961.
- Price, Jeanne and Bernard Zamkoff. Grading Techniques for Modern Design. New York: Fairchild Publications, 1974.
- Roshco, Bernard. The Rag Race: How New York and Paris Run the Breakneck Business of Dressing American Women. New York: Funk & Wagnalls, 1963.
- Rubin, Leonard. The World of Fashion: An Introduction. New York: Canfield Press, 1976.
- Ryan, Mildred Graves. Junior Fashions. New York: D. Appleton Century Company, Inc., 1944.
- Saltz, S. Thomas. Creative Men's Wear Retailing. New York: Fairchild Publications, 1961.
- Stein, Leon (editor). Out of the Sweatshop: The Struggle for Industrial Democracy. New York: Quadrangle/New Times Book Co., 1977.
- Stevenson, Margaretta (editor). How the Fashion World Works. 2nd ed. New York: Harper, 1938.
- Tate, Mildred Bertha and Oris Glisson. Family Clothing. New York: Wiley, 1961.
- Todd, Elizabeth and Frances Roberts. Clothes for Teens. Rev. ed. Lexington, Mass.: Heath, 1968.
- Tolman, Ruth. Guide to Fashion Merchandise Knowledge. Vol. 1. New York: Milady Publishing Corp., 1973.
- Tolman, Ruth. Fashion Marketing and Merchandising. Vol. 2. New York: Milady Publishing Corp., 1974.

COURSE ANALYSIS QUESTIONNAIRE

SECTION A. DETAILS OF THE COURSE

- A1 This course will be a requirement for students in the Fashion Merchandising major. The course is not intended for inclusion in the Liberal Studies program.
- A2 This course expands the first half of the current CS 318 Fashion Merchandising course. It will replace CS 318 in the required program.
- A3 This course will be offered in lecture format which parallels other courses in the program.
- A4 This course has been offered as a Special Topic, called Apparel Production and Distribution, during the Fall 1989 and Fall 1990 semesters. Will also be offered Fall 1991.
- A5 This course is not intended to be dual level.
- A6 This course is not to be taken for variable credit.
- A7 Similar courses are offered at these institutions:
- Michigan State University, HED 302
Apparel and Textile Production and Distribution(3 sh)
Apparel and textile industry, its characteristics and the influence of domestic factors on production and distribution policies.
- Purdue University, CSR 407
Apparel Marketing (3sh)
A study of the apparel industries: the creators, suppliers, manufacturers, US and International markets.
- Oklahoma State University, CTM 2433
Fashion Innovation & Marketing Processes (3sh)
The process of fashion innovation: variables of fashion affecting production and distribution of consumer goods; development of present structure in the fashion industry.
- Ohio State University, TC 275
Business of Fashion: From Concept to Consumer (3qh)
Survey of supply, manufacture, distribution, and auxiliary industries impacting the production, distribution, and sale of textile and apparel production; fashion terminology, creators and careers.
- A8 This course is not recommended or required by a professional society, accrediting authority, law or other external agency.

SECTION B. INTERDISCIPLINARY IMPLICATIONS

- B1 This course will be taught by one instructor.
- B2 This course will have a required corollary CS 480 Apparel Industry II course in order for students to acquire knowledge of the complete fashion merchandising process. CS 480 expands the second half of the current CS 318 course described in section A2.
- B3 This course approaches merchandise production and distribution from the apparel perspective. It does not overlap with any courses at the University.
- B4 Seats in this course will be available for students in the School of Continuing Education.

SECTION C. IMPLEMENTATION

- C1 Resources
 - a. No new faculty are needed to teach this course. CS 318 has been offered each semester; current proposed courses will be offered: CS 380 - Fall, CS 480 - Spring.
 - b. Current space allocations are adequate.
 - c. No new equipment is needed to teach this course.
 - d. Laboratory supplies are sufficient for this course. Department budget should be sufficient to cover the copying of small quantities of course handouts.
 - e. Library holdings should be adequate. However, additional trade publications and audio-visuials would be highly desirable.
 - f. Travel funds are not needed to teach this course.
- C2 No grant funds are associated with this course.
- C3 This course will be offered once each year in the Fall semester.
- C4 One section of the course will be offered at a time.
- C5 Forty students will be accommodated in this course.
- C6 No professional society recommends enrollment limits or parameters for this course.

C7 This course is a requirement in the Fashion Merchandising major. It does not affect the number of free electives available to majors. It does not change the 124-credit program of students in the department.

SECTION D. MISCELLANEOUS

See attachments for additional clarification of changes.