



**FACS 3371 Fashion Merchandising  
Fall 2017**

**College of Health Sciences, Department of Family & Consumer Sciences**

<b>Instructor:</b>	Janis H. White, Ph.D., CFCS Room 111, MLHB 936.294.1184 (24-hour voice mail) FAX Number: 936.294.4204 E-mail: <a href="mailto:jwhite@shsu.edu">jwhite@shsu.edu</a>
<b>Office Hours:</b>	Monday, Wednesday: 11:00 – 12:00 Tuesday, Thursday: 1:00 – 2:00 Friday: 9:00 – 10:00 Other times by appointment.
<b>Day and Time Class Meets:</b>	9:30 – 10:50 a.m., Tuesday and Thursday
<b>Location of Class:</b>	Room 201, Margaret Lea Houston Building
<b>Textbook:</b>	Grose, Virginia. Basics Fashion Management: Fashion Merchandising. Fairchild Books (Bloombury Press), New York, 2012. <b>(Required)</b>

**Course Description:** This course addresses fundamental principles for successful merchandising of fashion goods, including sales, buying, and marketing procedures. Analysis of consumer and customer demands also are explored. Taken prior to FACS 4369 Internship. Offered fall semesters. **Prerequisite:** Junior standing.

**Course Objectives:**

Appropriate merchandising of fashion goods is necessary for success in the fashion retail and wholesale industries. Upon the completion of this course, the student should be able to:

1. Identify the various levels of fashion merchandise available from a design perspective and from a price-point perspective.
2. Discuss the importance of design and the product mix in the product development process.
3. Identify and participate in the development of a retail strategy, including the various components that are necessary in the compilation of an effective strategy.
4. Illustrate familiarity with the supply chain, including the textile industry, managing the supply chain, and outsourcing.
5. Identify ethical issues and discuss appropriate business behaviors in regard to the supply chain.

6. Discuss the importance and implications of branding, including customer profile identification and brand protection.

**Course Format:** Face-to-face

**Course Content:**

- Levels of merchandise
- Trend forecasting
- Design within the fashion business (product mix, garment specifications)
- Retail strategies
- The marketing mix
- The textile industry
- Supply chain management
- Sourcing and logistics
- Ethics in the supply chain
- Developing a customer profile
- Brand building, promotion and protection

**Course Requirements:**

- Class attendance policy: Regular and punctual attendance is expected. Each student is allowed two absences (for a Tuesday-Thursday class) during the semester before there is an effect on the class participation grade. For each absence beyond the first three, five points will be deducted from the Participation Grade (see “Grading Plan” section below). It is recommended that you save these allowed absences for possible illnesses, funerals, etc. Three “tardies” constitute one absence. Distinction between non-emergency and emergency absences: included in this link is the Absence Notification Request Form:  
<http://www.shsu.edu/dept/dean-of-students/absence.html>

**Course Evaluation:**

Exams (2 @ 100 points each)	200 points
Case Study Reflection Papers (5 @ 20 points each)	100 points
Attendance/Participation Grade	50 points
Final Exam	<u>100 points</u>
Total possible points	450 points

Grading scale:

- 90 - 100% (min. of 405 pts.) = A
- 80 - 89 % (min. of 360 pts.) = B
- 70 - 79 % (min. of 315 pts.) = C
- 60 - 69 % (min. of 270 pts.) = D
- 0 - 59 % (269 or fewer pts.) = F

Each exam, including the final, will consist of 40-50 objective questions that will be graded via Scantron. The Scantron form answer will be the answer that is graded.

There will be one make-up exam at the end of the semester at a time to be announced toward the end of the semester. A student must produce appropriate documentation (a

doctor's signed note for illness or a funeral or obituary notice that lists the student as a survivor of the deceased) before a make-up exam may be administered. **The make-up exam is comprehensive.**

### SHSU Academic Policy Manual - Students

- Procedures in cases of Academic Dishonesty AP 810213: All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism (copying of work which is not your own), collusion (dividing work between two or more classmates and turning it in as though each of you did all of the work), and the abuse of resource materials. **Cell phones, backpacks, and handbags or totes MUST be placed at the front of the room during exams.** The student assumes all responsibility for personal property. Additional information is given at the Student Syllabus Guidelines web link.
- Academic Grievance Procedures for Students AP 900823: Academic grievances include disputes over course grades, unauthorized class absences/tardiness, suspension for academic deficiency, instructor's alleged unprofessional conduct related to academic matters, graduate comprehensive and oral exams, theses and dissertations, and withdrawal or suspension of privileges related to degree-required clinical rotation, internships, or other clinical service delivery in professional degree programs. If the dispute is determined to be based upon professional judgment, the aggrieved student is entitled to have, as appropriate and in turn, the department/school chair, College Academic Review Panel, academic dean, Dean of Graduate Studies (for graduate student issues), and Provost and Vice President for Academic Affairs form an opinion about the dispute and so advise the individual(s) involved.  
<http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>
- Students with Disabilities AP 811006: It is the policy of Sam Houston State University that no otherwise disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired. SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities.

**NOTE: No accommodation can be made until the student registers with the Office of Services for Students with Disabilities**

(<http://www.shsu.edu/dotAsset/187f9029-a4c6-4fb4-aea9-2d501f2a60f3.pdf>).

- Student Absences on Religious Holy Days AP 861001: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.
- Use of Telephones and Text Messengers in Academic Classrooms and Facilities AP 100728: Use of cell phones to identify information on current issues may be done **ONLY** with the instructor’s express and **ADVANCE** permission. Should a student have a personal emergency that requires that the his/her cell phone be available, the student must alert the instructor in advance. Any calls must be taken outside of the classroom. Cell phone availability and use during class times is **GREATLY** discouraged as cell phones are generally a distraction during lecture times. The presence of a cell phone at the student’s chair or station during testing times will result in a *de facto* appearance of cheating and the student will receive a grade of 0 on the exam. During class activities and exams/quizzes, students will be required to store their belongings in open bins and/or shelving. These dates are clearly spelled out on the class schedule. Please plan accordingly in order to properly protect and store your valuables.
- Course Assignments: Students are expected to write five reflection papers over current topics during the course, at a value of 20 points each for a total of 100 points. The reflection papers are to be written over assigned readings. The readings will be from the current literature, trade paper, government, or online. Readings will be posted through Blackboard, often via a link. Papers will be written in two parts, the first part summarizing the reading, and the second part focusing on the student’s reaction to the reading. Due dates will be given orally in class, papers will be due at the beginning of the class period, and there will be penalty for late papers.

***Calendar for FACS 3371***  
**Fall 2017**

Thursday, August 24	Introduction to course, requirements
Tuesday, August 29	Chapter 1: Levels of Merchandise
Thursday, August 31	Chapter 1: Designer Inputs
Tuesday, September 5	Chapter 1: Trend Forecasting
Thursday, September 7	Chapter 1: Practical Applications
Tuesday, September 12	Chapter 2: Design within the Fashion Business
Thursday, September 14	Chapter 2: The Product Mix
	Internship Meeting, 3:00-4:00, Room 302, MLHB
Tuesday, September 19	Chapter 2: Garment specs
Thursday, September 21	Chapter 2: Practical Applications
Tuesday, September 26	<b>**MAJOR EXAM #1** Chapters 1 &amp; 2</b>
Thursday, September 28	Chapter 3: Retail Strategies
Tuesday, October 3	Chapter 3: The Marketing Mix: Position
Thursday, October 5	Chapter 3: The Marketing Mix: Place
Tuesday, October 10	Chapter 3: The Marketing Mix: Price and People
Thursday, October 12	Chapter 3: Practical Application: Interview
Tuesday, October 17	Chapter 3: Practical Application: Case Study
Thursday, October 19	Chapter 4: The Textile Industry, Supply Chain Mgt.
Tuesday, October 24	Chapter 4: Global Sourcing and Risk Management
Thursday, October 26	Chapter 4: Logistics and Outsourcing
Tuesday, October 31	<b>**MAJOR EXAM #2** (Chapter 3, 1<sup>st</sup> half, Chapter 4)</b>
Thursday, November 2	Chapter 4: Ethics in the Supply Chain
Tuesday, November 7	Chapter 4: Practical Application: Interview
Thursday, November 9	Chapter 4: Practical Application: Case Study
Tuesday, November 14	Chapter 5: Developing a Customer Profile
Thursday, November 16	Chapter 5: Building Brands, Incl. Luxury Brands
Tuesday, November 21	Chapter 5: Brand Promotion and Protection
Thursday, November 23	<b>Thanksgiving Holiday – Please Drive Safely!!</b>
Tuesday, November 28	Chapter 5: Practical Applications
Thursday, November 30	Conclusion (pp. 164-5), Review for Final Exam
Thursday, December 7	<b>**FINAL EXAM, 9:30 A.M. – 11:30 A.M.**</b>

**This schedule is considered to be tentative: Dates may be changed as the semester's progression and coverage of the material require. Please do not ask to take the final at another time. Thank you! -- JW**