

# Syllabus

**Code:** FASH121      **Title:** Fashion Merchandising

**Institute:** Business and Social Science      **Department:** Fashion/Marketing

**Course Description:** The student will explore the nature of fashion, the way in which it develops and the environmental influences on the movement of fashion. Students will delve into all aspects of production of apparel and accessories from fiber to finished garment.

**Prerequisites:** READ-092, READ-095 or passing score on College's foundational studies test

**Corequisites:** None

**Prerequisites or Corequisites:**

**Credits:** 3      **Lecture Hours:** 3      **Lab/Studio Hours:**  
0

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**Required Textbook/Materials:**

<https://www.bkstr.com/brookdaleccstore/follett-discover-view/booklook?shopBy=discoverViewCourse&bookstoreId=2088&termId=19FA&divisionDisplayName=&departmentDisplayName=FASH&courseDisplayName=121&sectionDisplayName=001RL>

**Additional Time Requirements:**

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

***Students may be required to attend field trips and onsite trips for projects.***

**Course Learning Outcomes:**

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

Utilize terminology specific to the fashion industry.

Explain the making of fashion goods from raw materials to finished products.

Identify the characteristics of domestic and foreign fashion centers.

Examine the buying and merchandising functions in the fashion business.

**Grading Standard:**

Exams 4 Unit exams= 50% of grade

Homework and other assignments= 35% of grade

Final Project= 15% of grade

**Course Content:**

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For those entering the fashion industry as designers, manufacturers, sales professionals, retail buyers and merchandisers, fashion directors, advertisers, and a host of other professions, a complete knowledge of its technical and creative aspects is essential for a successful career. After completing this course, the student will be able to:

- Discuss the industry's nature and scope, careers, and the ways in which product information may be mastered.
- Develop an understanding of fashion's retail environments, merchandising, and buying functions
- Develop an understanding of the raw materials used in fashion product manufacturing.
- Examine the industries of women's, men's, and children's clothing and their design, manufacturing processes and merchandising.
- Develop an understanding of color, color psychology, color symbolism, and principles of design as they apply to fashion.
- Utilize terminology specific to the fashion industry

## **Department Policies:**

Attendance and Testing Policy: Tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0."

With the instructor's permission, the student will be permitted to take a makeup examination. Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence. Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

## *Additional Attendance and Lateness Policies:*

1. If out for illness or travel, see instructor. You must notify your instructor prior to the missed class. Notifying the instructor does not remove the absence.
2. In the event a student accrues more than 2 absences, a student's final grade will be lowered one grade level. 2 latenesses/leaving early= 1 absence.

***\*See individual instructor addendum for additional information and policies\****

## **College Policies:**

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdalecc.edu/support](http://www.brookdalecc.edu/support).

For information regarding:

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- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

## ***NOTIFICATION FOR STUDENTS WITH DISABILITIES:***

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## ***ADDITIONAL SUPPORT/LABS:***

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

## ***MENTAL HEALTH:***

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.*