

FM 37 Fashion Merchandising – 3 Credits, 3 Hours

**Bulletin Description:** Designed to keep Retail Merchandising majors, with a concentration in fashion, current on trends in both the women’s, men’s, children’s and accessory markets and prepare them for career paths as buyers and merchandisers and acquaint them with the renowned designers of the past and present along with their elements of design.

**A. Outcomes:**

1. To know the process of identifying trends in all apparel and accessory markets.
2. To demonstrate a knowledge of the recognized designers and their contributions to the Industry.
3. To demonstrate the important elements of design of designers, both historical and emerging.
4. To know the many career opportunities in fashion merchandising.

**B. Resources:**

1. TEXT: The Dynamics of Fashion, by Elaine Stone, Fairchild Publications, Fourth Edition, 2013.
2. Vogue Archives, KCC Library
3. NY Public Library Archives
4. Costume Institute, the Metropolitan Museum of Art; Timeline (Met Museum.org.)
5. WWD, NYT, WSJ

**C. Methods of Instruction**

1. Classroom lecture and discussion
2. Trend and designer reports
3. Fashion news of the week
4. Museum reports
5. Field Trips

**D. Evaluation**

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| 1. Tests and Midterms –                   | 50% |
| 2. Weekly Participation of Fashion News – | 10% |
| 3. Project –                              | 40% |

**E. Semester Topics, Assignments and Projects (Following)**

**F. Transferability:** FIT, LIM.

**G. Notes:**

1. **Plagiarism:** You can find KCC’s Academic Integrity Policy at [www.Kingsborough.edu](http://www.Kingsborough.edu). Plagiarism is the intentional use of another’s intellectual creation(s) without attribution. Determination and penalty ranging from grade reduction to course failure is at the sole discretion of the faculty member.
2. **Civility** and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion or ability will not be tolerated.
3. **Access-Ability Services** (D205, 718-3685175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.
4. **Electronics:** Your cell phone MUST be silent during class (and turned OFF during exams)! No texting! Any laptops/netbooks MUST BE USED solely for note-taking.