

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**FASH 64 - Introduction To Fashion/Retail Careers**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III

**Transfer Status:** CSU

51 hours Lecture

This course is an introduction to the world of fashion and retailing through an in-depth study of the history of fashion, terminology, designers, apparel production and distribution, merchandising techniques, and career opportunities. Career development strategies including resumes, cover letters and interviewing will be addressed.

### II. OBJECTIVES

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

- A. Recognize and apply the various retailing principles and techniques involved in fashion merchandising.
- B. Evaluate the roles played by management, sales, and executive personnel of retail fashion merchandising.
- C. Evaluate and predict fashion trends.
- D. Identify and practice strategies for job placement and advancement in fashion retailing.
- E. Identify the processes involved with producing raw materials, apparel, and accessories, as well retailing fashion merchandise to the public.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Introduction / Orientation	3.00
2. History of Retailing and Legalities	4.00
3. Fashion Concepts	3.00
4. Fashion Services	3.00
5. Historical Development of Fashion	3.00
6. Fashion Cycles	3.00
7. Influences on Fashion	3.00
8. Fashion Creation/Designers	7.00
9. Fashion Suppliers and Manufacturers	4.00
10. Fashion Markets	5.00
11. Fashion Retailers	5.00
12. Career Opportunities	4.00
13. Professional Career Development	4.00
Total Hours	51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Discussion
- D. Participation

#### **V. METHODS OF EVALUATION**

- A. Examinations
- B. Critiques
- C. Career Project

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  - 1. Read the handout on current technology used in fashion and prepare to discuss in class.
  - 2. Read several current Internet Fashion Blogs and be prepared to discuss what you learned with a small group of classmates.
- B. Writing Assignments
  - 1. Conduct research and write a 3-4 page report about current technology trends affecting the fashion industry and its consumers.
  - 2. Write a 4-5 page report thoroughly addressing aspects of a fashion career of your choice. Job description, work environment, salary, benefits, personal qualifications, educational qualifications, unique features, and future outlook should be included.
- C. Out-of-Class Assignments
  - 1. Research apparel looks that are fashionable in your community, including looking at retail displays and take notes to discuss in class.
  - 2. Design a small fashion collection. Be prepared to present your collection in class in an informal presentation.

#### **VII. RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Stephens Frings, G. Fashion: From Concept to Consumer. 9th Edition. Prentice Hall, 2007.
- B. Stone, E. In Fashion. 2nd Edition. Fairchild Books, 2011.

**Created/Revised by:** Julie Demaggio

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