



Undergraduate Course Syllabus

FMM 410: Fashion Research and Forecasting

Center: Online

Course Prerequisites

MAT-240

Course Description

This course applies the qualitative and quantitative investigations approaches to fashion and fashion accessories. Students will analyze descriptive and inferential statistics to understand consumer taste for current and future trends in fashion.

Course Outcomes

- Students will demonstrate an understanding of the fashion forecasting process including the various aspects of fashion and the concept of zeitgeist
- Students will demonstrate an understanding of the influence of forecasting on the global textiles and apparel industry
- Students will demonstrate an understanding of forecasting frameworks, specifically the role of color and textile development in forecasting
- Students will demonstrate an understanding of the relationship between the marketplace dynamics and forecasting, specifically the role that consumer research plays in product development

Required Materials

Using your learning resources is critical to your success in this course. Your textbook is available for free through the Shapiro Library.

[*Fashion Forecasting*](#) (eBook)

Lorynn R. Divita

Fairchild Books

Fifth Edition

2019

ISBN: 978-1-5013-3866-3

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	8	25	200
Blogs	7	40	280
Final Project			
Milestone One	1	70	70
Milestone Two	1	70	70
Milestone Three	1	70	70
Milestone Four	1	70	70
Milestone Five	1	70	70
Milestone Six	1	170	170
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33

Grade	Numerical Equivalent	Points
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	<p>The Fashion Forecasting Process</p> <p><i>Fashion Forecasting</i>, Chapters 2 and 5</p> <p>1-1 Discussion: What Is a Zeitgeist?</p> <p>1-2 Final Project Review: Fashion Forecast Presentation</p> <p>1-3 Blog: What It Takes to Be Innovative</p>
2	<p>The Direction of Fashion Change and Its Cultural Indicators</p> <p><i>Fashion Forecasting</i>, Chapters 1 and 8</p> <p>2-1 Discussion: What Is the Direction of Fashion?</p> <p>2-2 Blog: Shocking Trends</p> <p>2-3 Final Project Milestone One: Identify a Fashion Company and Target Customer</p>

Module	Topics and Assignments
3	<p>The Process of Color Forecasting, Theme, and Textile Development</p> <p><i>Fashion Forecasting</i>, Chapter 9</p> <p>3-1 Discussion: What Is the Link Between a Fashion Theme and a Color Story?</p> <p>3-2 Blog: Trina Turk</p> <p>3-3 Final Project Milestone Two: Create a Theme, Color, and Textile Story</p>
4	<p>Discovering Style Direction and Design Concepts</p> <p><i>Fashion Forecasting</i>, Chapter 7</p> <p>4-1 Discussion: What Style Tribe Do You Belong To?</p> <p>4-2 Blog: Fashion Icons</p> <p>4-3 Final Project Milestone Three: Define the Style and Silhouette Direction</p>
5	<p>The Link Between Consumer Research, Product Development, and Fashion Forecasting</p> <p><i>Fashion Forecasting</i>, Chapter 11</p> <p>5-1 Discussion: What Role Does Consumer Research Play in Fashion Forecasting?</p> <p>5-2 Blog: Product Development</p> <p>5-3 Final Project Milestone Four: Summarize Additional Research</p>
6	<p>The Relationship Between Sales and Fashion Forecasting</p> <p><i>Fashion Forecasting</i>, Chapter 12 “Sales Forecasting” Section</p> <p>6-1 Discussion: What Have You Learned About Sales and Fashion Forecasting?</p> <p>6-2 Blog: The Formula of Sales and Fashion Forecasting</p> <p>6-3 Final Project Milestone Five: Forecast the Bestsellers</p>
7	<p>From Competitive Analysis to Competitive Advantage</p> <p><i>Fashion Forecasting</i>, Chapter 12 “Competitive Advantage” Section</p> <p>7-1 Discussion: What Does a Company Need to Do to Maintain a Competitive Advantage?</p> <p>7-2 Final Project Milestone Six: Share and Submit the Fashion Forecast Presentation</p>
8	<p>Presenting the Fashion Forecast</p> <p><i>Fashion Forecasting</i>, Appendix</p> <p>8-1 Discussion: All Aspects of a Trend</p> <p>8-2 Blog: What Have You Learned About Fashion Forecasting?</p>

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is **automatically dropped** from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

Academic Integrity Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).