



Undergraduate Course Syllabus

FMK 290: Fashion Merchandising Internship

Center: Online

Course Prerequisites

None

Course Description

Students enrolled in this program will complete a minimum of 150 hours internship in the fashion field. The internship must pertain to the way apparel products and apparel accessories are marketed and distributed. It has to be approved by the career development center and the fashion program coordinator. It is strongly suggested that students complete the internship in the summer between their first and second year at Southern New Hampshire University.

Course Outcomes

- Provide an opportunity and environment in which student can test theories learned in the classroom in a real world situation, as well as discover the value of work and the rewards of accomplishment
- Enhance classroom learning through experience with practical application
- Provide a system of accountability, as well as encourage professionalism and develop positive work habits
- Provide an introduction to the human dynamics of working with a variety of individuals
- Make contacts in your chosen field and build a network of references for future employment
- Allow the exploration of career fields to test aptitude for or an interest in a selected occupation
- Complement the education goals of SNHU and support a successful transition from student to professional

Required Materials

No textbook required.

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	37.5	300
Reflection Journals	8	62.5	500
Supervisor Evaluation	1	200	200
			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
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 *	

Grade	Numerical Equivalent	Points
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>Start your Internship</p> <p><i>Collaborate</i></p> <p>1-1 Discussion: Introduction</p> <p>Briefly talk about your internship location, what you will be doing, and what you hope to learn.</p> <p><i>Apply & Discover</i></p> <p>1-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • What I Know • What I Want to Learn • What I Have Learned <p>Timesheet initialed by Supervisor</p> <p>1-3 Internship Overview Submission (Non-graded)</p>

Module	Topics and Assignments
2	<p>Strategic Planning</p> <p>Knowing the Vision, Mission, and Values</p> <p><i>Collaborate</i></p> <p>2-1 Discussion: Vision/Mission & Where Do I Fit?</p> <p>At this point you should know the vision and mission of the company. How do you see your department and position fitting into the goals of the company? How is the organization aligned departmentally to meet their goals?</p> <p><i>Apply & Discover</i></p> <p>2-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p> <p>[Instructor] Check-In with Supervisor and record in Workplace Contact Log</p>
3	<p>Recognizing Stakeholders</p> <p><i>Collaborate</i></p> <p>3-1 Discussion: Who Are the People of Influence</p> <p>People in companies have various levels of influence – some by the position they hold and others due to their seniority or knowledge. What are the dynamics in your company? Are these effective/efficient? Why or why not?</p> <p><i>Apply & Discover</i></p> <p>3-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p>

Module	Topics and Assignments
4	<p>Understanding Work Behaviors</p> <p><i>Collaborate</i></p> <p>4-1 Discussion: Navigating People</p> <p>Much research has been done on how people behave, including in the workplace. Discuss some of your observations and critically assess how personnel would handle change: new leadership or change in direction/goals.</p> <p><i>Apply & Discover</i></p> <p>4-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p> <p>[Instructor] Check-In with Supervisor and record in Workplace Contact Log</p>
5	<p>Developing SWOT</p> <p><i>Collaborate</i></p> <p>5-1 Discussion: Using SWOT to Improve</p> <p>Complete a SWOT analysis and share with the class. Discuss how some strengths could be used to counter weaknesses and how some opportunities could be used to counter threats. Also, critically consider whether the strengths and opportunities at your company are being utilized.</p> <p><i>Apply & Discover</i></p> <p>5-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p>

Module	Topics and Assignments
6	<p>Mapping Decisions</p> <p><i>Collaborate</i></p> <p>6-1 Discussion: How are Decisions Made?</p> <p>During your internship, countless decisions are being made – some large, some small, some with major impact and some with minor impact. Consider the way these decisions are made: are they from an individual or from a group? How are they presented? How are they received? Discuss how decisions are made, whether they are effectively communicated and how they are reacted to by the company staff.</p> <p><i>Apply & Discover</i></p> <p>6-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p> <p>[Instructor] Internship Evaluation form provided to Supervisor (due week 7)</p> <p>[Instructor] Check-In with Supervisor and record in Workplace Contact Log</p>
7	<p>Business & Market Analysis</p> <p>Market Segmenting, Targeting, and Planning</p> <p><i>Collaborate</i></p> <p>7-1 Discussion: What’s Everyone Else Doing?</p> <p>Your company is part of a larger market segment. Discuss with others how it fits in the market segment, whether or not you think it’s competitive in the market (why or why not), and what it can do to enhance its competitiveness.</p> <p><i>Apply & Discover</i></p> <p>7-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>Timesheet initialed by Supervisor</p> <p>[Instructor] Internship Evaluation form completed by Supervisor & returned</p> <p>[Instructor] Submit completed Evaluation form to Brightspace</p>

Module	Topics and Assignments
8	<p>Final Thoughts</p> <p><i>Collaborate</i></p> <p>8-1 Discussion: Effective Management</p> <p>What will you take away from this internship? Were there any management skills you learned or observed that particularly stood out for you? How would you classify or categorize the management at this particular company? If you were running this company tomorrow, what one thing would change?</p> <p><i>Apply & Discover</i></p> <p>8-2 Reflection Journal</p> <p>Each week you will post your experiences and reflections during your internship. In addition to discussing the intricacies of your actual work and position, you will also be required to include the following three items:</p> <ul style="list-style-type: none"> • <i>What I Know</i> • <i>What I Want to Learn</i> • <i>What I Have Learned</i> <p>8-3 Final Paperwork</p> <p>Timesheet initialed by Supervisor</p> <p>[Instructor] Timesheet completed by Supervisor & returned</p> <p>[Instructor] Submit completed Timesheet to Brightspace</p> <p>[Instructor] Check-In with Supervisor and record in Workplace Contact Log</p> <p>[Instructor] Submit completed Contact Log to Brightspace</p>

Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the [course withdrawal policy](#) and the [full attendance policy](#) for further information.

Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the [incomplete grades policy](#).

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor's discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a [Student Concern Dispute form](#) to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the [Online Accessibility Center \(OAC\)](#) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

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 the [ADA/504 Grievances Policy](#) (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the [Disability and Accessibility Services](#) webpage.

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](#).

Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

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