



Undergraduate Course Syllabus

FMM 325: Sustainability in Fashion

Center: Online

Course Prerequisites

None

Course Description

The overall objective of this course is to explore the role that sustainability plays in fashion merchandising managers' decisions to buy from vendors. It explores production and commercialization decisions with respect to buying green. It exposes students to the influence of social responsibility on fashion retailers' decisions.

Course Outcomes

- Demonstrate an understanding of the contemporary transformation of the fashion products including innovative material and innovative manufacturing and distribution processes
- Demonstrate an understanding of new sustainable ideas that are transforming the fashion industry including the introduction of new business models based on sustainability ideas—labor abuses, the use of chemical products, and conspicuous consumption
- Demonstrate an understanding of the relationship between sustainability and designers' creations

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

Sustainable Fashion and Textiles: Design Journeys

Kate Fletcher

Taylor & Francis

2nd Edition

2014

ISBN: 978-0-415-64456-3

SKU #: 1414835

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	20	160
Blog Discussions	8	30	240
Short Papers	4	50	200
Final Project			
Milestone One	1	60	60
Milestone Two	1	60	60
Milestone Three	1	60	60
Milestone Four	1	220	220
			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 *	
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>Introduction to Sustainability and the Fashion Industry</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapters 3 and 7</p> <p>1-1 Discussion: Introduction to Kate Fletcher</p> <p>1-2 Final Project Review</p> <p>1-3 Blog Discussion: The Sustainable Garment</p> <p>1-4 Short Paper: A Merchandiser's Role as an Advocate of Sustainability in Fashion</p>
2	<p>The Opportunities Retailers Have to Make a Difference</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapters 1 and 4</p> <p>2-1 Discussion: Becoming Responsible and Conscious in the Fashion World</p> <p>2-2 Blog Discussion: "New" Fashions That Are Not Really New: The Resurgence of Recycled and Upcycled Clothing</p> <p>2-3 Final Project Milestone One: Paper: Targeting the Sustainably Minded Customer</p>
3	<p>The Involvement of Innovative Manufacturing and Distribution Processes</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapter 4</p> <p>3-1 Discussion: Manufacturers, Sustainability, and Customers</p> <p>3-2 Blog Discussion: Durability and Longevity in Fashion</p> <p>3-3 Final Project Milestone Two: PowerPoint Presentation #1</p>
4	<p>The Greenwashing of Fashion</p> <p>Reading: <i>Eco-Business: A Big-Brand Takeover of Sustainability</i>, Chapter 4</p> <p>4-1 Discussion: Is the Issue of Greenwashing Getting Worse or Better?</p> <p>4-2 Blog Discussion: Greenwashing in Fashion</p> <p>4-3 Short Paper: The Marriage of Consumer and Marketer</p>
5	<p>Dyes, Inks, Screen Printing, and Finishing Processes</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapters 2 and 3</p> <p>Reading: <i>Eco-Business: A Big-Brand Takeover of Sustainability</i>, Chapter 3</p> <p>5-1 Discussion: Eco-Friendly Dyes and Inks for Fashion</p> <p>5-2 Blog Discussion: Colorful and Bright Eco-Options for Fashion</p> <p>5-3 Final Project Milestone Three: PowerPoint Presentation #2</p>
6	<p>Garment Care Labeling</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapter 3</p> <p>6-1 Discussion: Eco-Garment Labels</p> <p>6-2 Blog Discussion: Garment Label Information</p> <p>6-3 Short Paper: Sustainable Production and Practices</p>
7	<p>Improving Global Worker Conditions and Protecting the Environment and Its Non-Human Inhabitants</p> <p>Reading: <i>Eco-Business: A Big-Brand Takeover of Sustainability</i>, Chapter 1 and Chapter 2: "The Rise of Global Environmentalism" and "Corporate Environmentalism"</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapter 8, Chapter 5 "Needs"</p> <p>7-1 Discussion: Apparel Companies That Make a Difference</p> <p>7-2 Blog Discussion: Doing Good for the Good of Everyone</p> <p>7-3 Final Project Milestone Four: Final Presentation</p>

Module	Topics and Assignments
8	<p>The Future of the Fashion Industry as a Leader of Sustainability: The Challenges</p> <p>Reading: <i>Eco-Business: A Big-Brand Takeover of Sustainability</i>, Chapter 6</p> <p>Reading: <i>Sustainable Fashion and Textiles</i>, Chapter 5 and Conclusions</p> <p>8-1 Discussion: What Does the Future Hold for Sustainable Fashion?</p> <p>8-2 Blog Discussion: Teaching the Consumer About Eco-Fashion</p> <p>8-3 Short Paper: Sustainable Values in the Fashion Industry</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](#).