Southern New Hampshire University

Undergraduate Course Syllabus

MKT 228: Technology in Fashion and Retailing
Center: Online

Course Prerequisites
MKT 113 or MKT 205

Course Description
This course addresses web-based fashion and retailing business issues. On the one hand it explores the influence of technology on fashion products development. On the other hand it explores the role that technology plays at various levels of the retail business including supply chain development, retail channel management and consumer shopping experience.

Course Outcomes
- Demonstrate an understanding of the role that technology plays in fashion products development
- Understand the value of using technology to enhance consumer shopping experience
- Demonstrate an understanding of technology to create an effective and efficient supply chain system

Required Materials
Using your learning resources is critical to your success. In this course, all learning resources can be accessed through the Shapiro Library and other online sources, and links to these materials are provided within the course. Although will not need to purchase a textbook through [SNHU Online Bookstore](#) for this course, the following is a list of the primary texts used for your reference:

- *The Fundamentals of Fashion Management* by Susan Dillon
- *Fashion and Technology: A Guide to Materials and Applications* by Aneta Genova and Katherine Moriwaki
- *Sustainability and Social Change in Fashion* by Leslie Davis Burns
- *Beyond Design: The Synergy of Apparel Product Development* by Sandra Keiser, Deborah Vandermar and Myrna B. Garner
- *Fashion Supply Chain Management* by Michael P. Londrigan and Jacqueline M. Jenkins
- *Social Media for Fashion Marketing* by Wendy K. Bendoni
- *Brand Management Strategies* by William D'Arienzo

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
Short Papers	2	100	200
Case Studies	1	100	100
Final Project			
Milestones	3	100	300
Final Submission	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

Grade	Numerical Equivalent	Points
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	Technology Within Fashion Marketing *The Fundamentals of Fashion*, The Business of Fashion *Fashion and Technology*, The Integration of Technology Into Fashion *Sustainability and Social Change in Fashion*, Product Lifecycle 1-1 Discussion: The Relationship Between Fashion and Technology 1-2 Short Paper: Slow Fashion and Technology 1-3 Reviews/Reminders
2	Getting a Product to Market *The Fundamentals of Fashion Management*, Getting a Product to Market *Beyond Design*, The Role of Product Development in the Apparel Supply Chain *Beyond Design*, Planning for Success 2-1 Discussion: Differentiating Products Through Technology 2-2 Milestone One: Strategic Plan
3	The Supply Chain and the Fashion Industry *The Fundamentals of Fashion Management*, Fashion Transition *Fashion Supply Chain Management*, The Supply Chain and the Fashion Industry 3-1 Discussion: Technology and Disruptors 3-2 Case Study: Li & Fung

Module	Topics and Assignments
4	Global Factors and the Supply Chain
	Fashion Supply Chain Management, The Global Factors That Impact the Fashion Supply Chain
	Fashion Supply Chain Management, Logistics
	4-1 Discussion: Logistics
	4-2 Milestone Two: Logistics and Supply Chain
5	The Retailer and the Consumer
	Fashion Supply Chain Management, The Retailer
	Fashion Supply Chain Management, The Consumer
	5-1 Discussion: Emerging Technology
	5-2 Short Paper: Supply Chain Innovation in the Retail Industry
6	The Digital Landscape
	Social Media for Fashion Marketing, Digital Disruption of the Fashion Industry
	Social Media for Fashion Marketing, Introduction to the Digital Landscape
	6-1 Discussion: Review a Digital Breakthrough
	6-2 Milestone Three: Social Currency Plan
7	Fashion Entrepreneurship
	The Fundamentals of Fashion Management, Fashion Entrepreneurship and Management
	Brand Management Strategies, Luxury Brand Management in a Digital World
	7-1 Discussion: Burberry's Digital Strategy
	7-2 Final Project: Innovation in Fashion and Retail Business Plan
8	The Future of Technological Innovation
	Fashion and Technology, Technology and Sustainable Futures
	Brand Management Strategies, Staying On-Brand at Retail in a Consumer-Centric Age
	8-1 Discussion: What's Next?

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](#).