

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 120

Credits: 3

Course Title: Fundamentals of Fashion

Course Description: Develops an understanding of the principles and procedures involved in the production, distribution, and consumption of fashion merchandise. Traces the history and development of fashion and how these changes affect the fashion merchandising world. Focuses on changing consumer characteristics which influence demand for fashion products and the effects that fashion marketing activities have on the economy. Lecture 3 hours per week.

General Course Purpose: The present marketing venues and opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, market diversity, and the growing need for middle management staff by mass merchandisers require more focused instructional experiences than traditional marketing programs.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Explain the importance of international politics, economics, and culture on the domestic fashion industry (affected by and effect on);
- b. Demonstrate the cycles of fashion and familiarize students with the theories of fashion prediction;
- c. Understand the processes involved in the production of the final garments (material, textiles, trims, etc.);
- d. Recognize the history of the garment industry from the invention and perfection of the sewing machine as we know it today to the current issues (such as unions); and
- e. Distinguish the various categories of apparel (men's, women's, children's accessories, etc.).

Major Topics to Be Included:

- a. Careers
- b. Economic impact, marketing, and planning
- c. Fashion principles and cycles
- d. Materials and textiles
- e. Unions
- f. Women's and children's wear
- g. Men's wear
- h. Apparel and accessories
- i. Imported merchandise
- j. Import quotas, law, issues
- k. Retailers
- l. Sources of fashion information

Date Created/Updated (Month, Day, and Year): August 27, 2008