

FS 1000 - FASHION INDUSTRY SURVEY

Credits: 3

This lecture course provides an introduction and overview of the operations of the fashion industry from concept to consumption. Students explore topics such as the vocabulary of fashion, the process of product development, marketing, and business practices. Upon successful completion of this course, students will demonstrate an understanding of foundational aspects of the fashion industry.

Prerequisites: none

Notes: (Formerly FS 1210 Fashion Industry Survey)

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Recognize the vocabulary of the fashion industry.	Student work displayed an excellent degree of competence in industry terminology	Student work displayed a satisfactory degree of competence in industry terminology	Student work displayed a limited degree of competence in industry terminology	Student work displayed no degree of competence in industry terminology	FS2	Critical Thinking, Cultural Competence, Design Competence
Comprehend the timeline involved in product development from design concept to reach retail sales.	Student work displayed an excellent degree of competence in product development timeline	Student work displayed a satisfactory degree of competence in product development timeline	Student work displayed a limited degree of competence in product development timeline	Student work displayed no degree of competence in product development timeline	FS2	Critical Thinking, Cultural Competence, Design Competence
Explain the constant cycle of change inherent in the fashion industry and its effect on marketing principles.	Student work displayed an excellent degree of competence in fashion marketing principles	Student work displayed a satisfactory degree of competence in fashion marketing principles	Student work displayed a limited degree of competence in fashion marketing principles	Student work displayed no degree of competence in fashion marketing principles	FS2	Critical Thinking, Cultural Competence, Design Competence
Complete market research and target market summary.	Student work displayed an excellent degree of competence in market research and target market summary	Student work displayed a satisfactory degree of competence in market research and target market summary	Student work displayed a limited degree of competence in market research and target market summary	Student work displayed no degree of competence in market research and target market summary	FS2	Critical Thinking, Cultural Competence, Design Competence