

## FS 4210 - FASHION PROFESSIONAL PRACTICES

Credits: 3

This advanced-level course prepares the Fashion major with essential knowledge and practical strategies necessary to market product design from the original concept through merchandising, financing, sourcing, contracting, quality control, and sales to include exposure to global international trade and e-commerce. Upon successful completion of this course, students will have fundamental knowledge of how a fashion industry business functions and how to oversee productivity to include the venture of entrepreneurship.

Prerequisites: completion of 90+ credit hours

| Course Learning Outcomes:  | Exceeding   | Meeting   | Developing   | Not meeting   | Program Outcomes               | Institutional Outcomes   |
|--|---|---|--|---|--------------------------------|--|
| Identify approaches to take an idea to market.   | Student work displayed an excellent degree of competence in Market approaches                                 | Student work displayed a satisfactory degree of competence in market approaches                                 | Student work displayed a limited degree of competence in market approaches                                 | Student work displayed no degree of competence inmarket approaches                                  | CONCEPT                        | Design Competence, Cultural Competence   |
| Prepare detailed product development plans to support financial planning.  | Student work displayed an excellent degree of competence in product development plans and financial planning  | Student work displayed a satisfactory degree of competence in product development plans and financial planning  | Student work displayed a limited degree of competence in product development plans and financial planning  | Student work displayed no degree of competence in product development plans and financial planning  | FOUNDATIONAL and PROFESSIONAL: | Critical Thinking, Cultural Competence, Design Competence, Communication Competence, |
| Prepare financial documents to support fashion business planning.  | Student work displayed an excellent degree of competence in financial documents and fashion business planning | Student work displayed a satisfactory degree of competence in financial documents and fashion business planning | Student work displayed a limited degree of competence in financial documents and fashion business planning | Student work displayed no degree of competence in financial documents and fashion business planning | TECHNICAL:                     | Critical Thinking, Communication Competence, Design Competence                       |
| Explore marketing and sales with consideration of international trade and e-commerce.  | Student work displayed an excellent degree of competence in marketing and sales                               | Student work displayed a satisfactory degree of competence in marketing and sales                               | Student work displayed a limited degree of competence in marketing and sales                               | Student work displayed no degree of competence in marketing and sales                               | TECHNICAL:                     | Critical Thinking, Communication Competence, Design Competence                       |
| Demonstrate fundamental knowledge of how a fashion industry business functions and how to oversee productivity in a venture of entrepreneurship. | Student work displayed an excellent degree of competence in business functions                                | Student work displayed a satisfactory degree of competence in business functions                                | Student work displayed a limited degree of competence in business functions                                | Student work displayed no degree of competence in business functions                                | PROFESSIONAL:                  | Critical Thinking, Communication Competence, Design Competence, Cultural Competence  |