



SYLLABUS TEMPLATE

Fashion Merchandising

Instructor: Susan Rowe

Office Hours: 7:15-7:45AM & 1:40-2:45PM

Office Location: Building 1, Room 151

The best way to contact me is by email, expect a response same day/or as soon as possible.

Phone: 425-348-2224 Email: rowesm@mukilteo.wednet.edu

COURSE INFORMATION 2019-2020

AM Session - 7:55 to 10:25 AM, Monday – Friday

PM Session - 11:10 AM to 1:40 PM, Monday – Friday

High School Credits: 3.0 elective or CTE

Equivalency Credit: 1.0 Fine Arts

CTE Dual Credit

- Shoreline Community College
- BUS130 Intro to Fashion, 5 credits

* CTE Consortium is currently working with Bellevue College

Course Description: This course provides students with the most current information about the basic aspects of fashion marketing and merchandising. The course content introduces students to the field of fashion promotion and provides foundational fashion concepts related to economics, textiles, and design. These are all critical aspects of the industry. Other areas covered include technological advances in manufacturing, mass customization, niche specialization, inventory planning, management, retail trends including Omni channel retailing and show rooming. Essential career skills and career opportunities will be introduced as well.

Prerequisites: Math, marketing, computer apps., art, and theater are highly recommended

COURSE MATERIALS

Provided by Sno-Isle TECH Skills Center:

- Fashion Marketing & Merchandising, Mary Wolfe, Goodheart-Wilcox Co., 2019 edition; ISBN 978-1-63563-145-6

Student responsibility:

- 1 1/2inch three-ring binder, 6 dividers, pen, pencil, paper
- (2) 3 ring binders for Resume Portfolio Project and Design A Line Project
- Clear plastic page protectors
- Optional art supplies and/or fabric for personal use

LEARNING OBJECTIVES

Learning Objectives: Upon completion of this course each student should be able to:
Identify and discuss each of the major categories within the fashion industry.

- Demonstrate a proficiency of industry terminology
- Develop an understanding of the major industry categories, their interrelationship and the fashion timeline
- Identify career paths
- Evaluate trend information

Certificate Opportunities: This course provides an opportunity for students to earn a certificate and assesses student achievement of these specific outcomes: Program specific participation/completion certificate and the 21st Century Skills Certificate.

ASSIGNMENTS AND GRADING

Assessment Criteria and Grading Policies:

• Daily/weekly assignments	25%
• Media reporting	25%
• Weekly professional evaluation/attendance	25%
• Quarter projects	<u>25%</u>
Total	100%

Sno-Isle TECH Skills Center Grading System:

A 94-100%	B- 80-82%	D+ 68-69%
A- 90-93%	C+ 78-79%	D 60-67%
B+ 88-89	C 73-77%	F 00-59%
B 83-87%	C- 70-72%	

Professionalism Policy: see pages #4, 5, 6 - Sample professional and learning target criteria.
Semester #1 Semester #2

- **Note:** College Credit requires 85% (not to include professional grade)
- **Make-up or Late Work:** If a student is absent it is the responsibility of the student to make up practical and written work. Assignments are due the following day for full points. Assignments may be turned in up to a week late for 50% credit. Special circumstances will be considered on an individual basis.
- **Grading communication:** Students and parents can review grades on-line through the Qmlativ Student Information System for Mukilteo School District. Access information will be provided at the beginning of the school year. The grades will be updated weekly/biweekly.

Learning Target Record

Name: _____

Date: _____ **Week #** _____

Monday: Learning Target _____

What I learned: _____

Tuesday: Learning Target _____

What I learned: _____

Wednesday: Learning Target _____

What I Learned: _____

Thursday: Learning Target _____

What I learned: _____

Friday: Learning Target _____

What I learned: _____

What would you tell an employer you know how to do?

What might you change or do differently on future tasks/projects?

- off task
- cell phone
- unprepared for class
- failure to clean work area
- unsafe behavior

Sno-Isle TECH Skills Center

**Fashion Merchandising
STUDENT PROFESSIONAL BEHAVIOR EVALUATION**

Name: _____

Week # _____ Date: _____

1) Work Ethic

- a) Maintain regular attendance
- b) No tardiness
- c) Consistently begin and complete work without being told
- d) Follow program policies – including the Zero Tolerance Cell phone rule
- e) Use computer for Skills Center work only
- f) Assume responsibility for not disturbing friends or others
- g) Look for work to be done beyond the minimum-take initiative
- h) Continue difficult tasks until complete (stay on task)
- i) Give best effort

2) Personal Grooming

- a) Shower daily with face washed each morning
- b) Clean, neatly groomed hair and facial hair
- c) Fingernails clean and trimmed
- d) No offensive odors
(body odor, pet smells, smoke, or heavy cologne, perfume)
- e) Clothes are clean and neat, keep pet hair in check
- f) Teeth are brushed and breath is unremarkable

3) Communicating on the Job

- a) Follow written and verbal directions exactly and promptly
- b) Attentive listening
- c) Ask appropriate questions
- d) Interpret the use of body language

4) Maintaining Professionalism

- a) Treat everyone with respect
- b) Exhibit positive behavior
- c) Continue working without supervision
- d) Comply with program expectations
- e) Keep conversations task related
- f) No swearing or obscene language
- g) Make arrangements with someone if you are absent or must leave early
- h) If absent, spend 2.5 hours per day of your time making up work due to absence

5) Teamwork (demonstrated in Class)

- a) Participate and speak in team meetings (class discussions)
- b) Work with all team members (class members)
- c) Complete team (class) tasks
- d) Come to class with all work, notebook, calculator, and pencil and pen

6) Solving Problems and Critical Thinking

- a) Prioritize and organize workload
- b) Use reasoning skills
- c) Recognize if instructor or student is responsible for solving a problem
- d) Identify solutions to a problem
- e) Select the best solution

7) Maintaining Interpersonal Relationships

- a) Value individual differences
- b) Control emotional reactions
- c) Resolve conflicts
- d) Identify and refrain from sexual harassment and/or bullying
- e) No put downs

8) Time Management

- a) On time to class
- b) Begin work immediately
- c) Stay on task
- d) Work until end of shift

9) Participates in shop clean-up daily

- a) Clean up after yourself daily
- b) Return all supplies to the proper location daily
- c) Make sure all work areas & classroom floor are free of any trash
- d) Assist team with daily sweeping and/or mopping of floor

10) Work areas/Lead Duties

- a) Perform all duties consistently as described by instructor
- b) Act professionally and responsibly
- c) Discourage non-productive behavior (loitering, excess talking unrelated to class)
- d) Make arrangements with someone if you are absent or must leave early

Rating Scale:

5 Always – (5 days of the week)

4 Consistently – (4 days of the week)

3 Usually – (3 days of the week)

2 Seldom – (1-2 days of the week)

0 Never – (0 days of the week)

Student Signature: _____

Instructor Signature: _____

Date: _____

Date: _____

COURSE EXPECTATIONS

Fashion and Merchandising Class Policies

ALL Skills Center and Mukilteo School District regulations apply to the Fashion Merchandising class. In addition, the following rules apply:

1. Students will report to class **on time**, bringing paper, pen, pencil, text, and notebook. Class begins when **YOU** arrive, busses stagger in for 30 minutes. Class ends when **YOUR** sending school bus leaves.
2. Professional, respectful behavior and courtesy will be exhibited at all times to the instructor, guests and fellow classmates. (No personal talking, mimicking, note writing, note passing, sending school homework, personal reading, sleeping, etc. during class.) Positive support will be given to classmates and the instructor at all times. There will be no gossip or put-downs. Any personal problems between classmates will be kept out of the classroom. Non-productive or disruptive behavior will result in recommendation of removal from the program.
3. **DRESS CODE:** Refer to the Dress Codes in the Mukilteo School District Handbook and the Sno-Isle TECH Skills Center Handbook. This is a **professional** school setting therefore your clothing choices must comply with the following guidelines as well: **No revealing tops or bottoms and no flip flops.**
4. Consumption of food and beverages will be discussed. **No GUM.**
5. Restroom visits are for one student at a time. If you go any place on campus you must have a written pass from the instructor. Students are responsible for any information they miss while they are gone.
6. Music is permitted during independent study time only. (one headphone to allow for communication)
7. Profanity and slang are unprofessional and will not be tolerated in class.
8. The instructor's office area is off limits without permission.
9. Students are responsible for all missed class work and obtaining all missed handouts, information, assignments, etc. Be sure to buddy up with a class partner.
10. Class resource areas must be organized and clean before the student is dismissed by the instructor. The classroom is run like a business therefore opening and closing duties are performed daily. (Examples: Sweeping, washing work areas and windows, organizing supplies.)

11. Conduct on field trips will follow the established classroom, Sno-Isle TECH Skill Center and Mukilteo rules and regulations. (If a student has been written up for poor conduct, field trip privileges will be denied).
12. Dishonesty or theft of merchandise, money, or personal property may result in immediate dismissal and/or loss of credit from Skills Center.
13. The instructor's telephone may be used with permission for class related calls.
14. **CELL PHONES:** Students must turn off cell phones before entering the class. They will have one warning. If a cell phone disrupts the class a second time the student will be written up and a call will be made to parents/guardians. If the cell phone disrupts the **learning process** thereafter the student will be directed to the administration. There is a classroom phone for emergencies. If a family member needs to reach a student, they can call the office and leave a message. (425.348.2222)
15. The only time photos will be taken in class will be for bulletin boards, newsletters, awards and student work for notebooks. If there are extenuating circumstances authorization must be granted from the administration.

SNO-ISLE CONTACT INFORMATION

INSTRUCTOR INFORMATION

Susan M. Rowe

Office Hours: 7:15-7:45 AM and 1:40-2:45 PM

Office Location: Building #1, Room 151

Phone: 425.348.2224

Email: rowesm@mukilteo.wednet.edu

OFFICE INFORMATION

Attendance Line: 425.348.2222

Main Office: 425.348.2220

Fax: 425.356.2201

-----KEEP THE PACKET -----

RETURN THIS PAGE:

I have **read** the above class policies and procedures. I **understand** the Fashion & Merchandising Program and Sno-Isle TECH Skills Center is administered by Mukilteo School District and follows MSD School Policies and Procedures.

Please sign and return by: September 13th, 2019

AM/PM

Print student name: _____

Student Signature _____ **Date** _____

Print parent name: _____

Parent Signature _____ **Date** _____

Parent Email : _____

Student Email: _____

Course Calendar

- Guest speakers from local businesses may be scheduled throughout the year:
 - The speakers enhance the program by bringing the textbook to life.
 - Example speakers: Interior Designer, Zumiez Apparel Designer, Zumiez Product Developer.
 - Representatives from FIDM visit and enhance the program with student activities, industry trend knowledge and college scholarship opportunities.
- Field Trips may include and are not limited to “Industry Partners” (Fall/Spring):
 - Macy’s: Careers beyond the cash register
 - Zulily: E-Commerce careers
 - Filson: Manufacturing, Catalog, Design, Lifestyle Retailer
 - Seattle Metropolitan Museum: Depending on exhibits
 - Pacific Northwest Ballet/Costume Curator: Depending on performances and interest
 - Nordstrom Headquarters: Design, Merchandising, Photo Lab Studio “N”
- Fashion Industry Conference: Seattle Location (Spring/late April):
 - Local apparel keynote speaker, 3 apparel industry focused workshops, lunch, fashion show, panel of industry experts
 - Apparel Competition: Fashion Construction, Recycle/Redesign/Fashion Forward. Participants not only have an opportunity to compete with high school students across Washington State, they have an opportunity to win prizes and gain recognition for competing.
- New York City Travel Opportunity:
 - This trip is evaluated yearly. Students are responsible for the cost. As a class we do have an opportunity to fundraise, however time is very limited. The approximate cost is \$2000 which includes airfare, lodging, all activities including a Broadway Show and Statue of Liberty, as well as some meals.
 - Discussion for this trip will be at the October Open House for those interested.

Fashion Program: Major Projects for the year

Resume Portfolio / Semester #1 Project (October)

- Students will complete a portfolio to ready themselves for employment, scholarships and college entrance.
- Project: Cover letter, Thank you letter, Employment Application, References, Recommendations, Mock Interviews with Workforce Snohomish

DESIGN A LINE/Fashion Show/Spring (MAY)

- This major program assignment includes 11 weeks of class time. Common sewing and accessories are available to students; however students may choose to purchase their own garments to repurpose or patterns and fabrics to cut and sew from scratch.
- I will apply for GRANTS for the purpose of offering supplies to the students.

Most importantly I look forward to an exciting year of learning and teaching! The fashion Industry is ever changing, and this creates an opportunity for growth.

Thank you,

Susan Rowe

Mukilteo School District complies with federal and state rules and regulations and does not discriminate in any programs or activities on the basis of sex, race, creed, religion, color, national origin, age, veteran or military status, sexual orientation, gender expression or identity, disability, or the use of a trained dog guide or service animal and provides equal access to the Boy Scouts and other designated youth groups. Further, the District recognizes the needs of persons with disabilities, as defined by the Americans with Disabilities Act (ADA) of 1990. The District complies with state and federal accessibility regulations to provide access for our students, staff, parents and guests.

The following individuals have been designated to handle questions or complaints of alleged discrimination: Title IX Officer - Bruce Hobert (425-356-1319), Section 504 Coordinator - Lisa Pitsch (425-356-1277), and the ADA/Access Coordinator - Karen Mooseker (425-356-1330), all located at 9401 Sharon Drive in Everett, WA 98204. Inquiries regarding ADA/Access issues at Sno-Isle TECH Skills Center should be directed to Maggie Bagwell, Director (425-348-2220) at 9001 Airport Road in Everett, WA 98204.