

Fashion Distribution Systems
 FCS 2233-001
 Syllabus
 Fall 2012

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Office Hours:
 Monday 3:15- 4,
 Tuesday 9:15-10:15,
 Wednesday 11-11:30 and 3:15-4,
 Thursday 9:15-10:15 or by
 appointment

COURSE DESCRIPTION

Analysis of businesses that distribute and sell both hard and soft lines of fashion goods. Emphasis is on identification of customer, organizational structure, merchandise management, and human resource considerations for these types of businesses.

COURSE OBJECTIVES

This course is designed to help the student achieve the following objectives:

- correlate current fashion industry practices with past events.
- identify the leading functions of major fashion and fashion-related businesses.
- identify and realistically evaluate fashion marketing as a career opportunity.
- describe each fashion sector's dimension of importance to the total industry.
- relate the delivery system of fashion goods to customers.
- demonstrate knowledge of the fashion industry's importance to our economy.
- develop oral and written communication skills.

COURSE TEXT

Diamond, J. & Litt, S. (2009). *Retailing in the twenty-first century*. New York, NY: Fairchild Books

Text and syllabus should be brought to class each week

Supplemental Reading

<i>Advertising Age</i>	<i>Daily News Record</i>	<i>New York Times</i>
<i>Advertising Topics</i>	<i>Dun's Report</i>	<i>Personnel</i>
<i>Business News and World Report</i>	<i>Fashion Marketing and Management</i>	<i>Progressive Grocer</i>
<i>Business Week</i>	<i>Forbes</i>	<i>Purchasing</i>
<i>Chain Store Age Executive (and other Chain Store Age publication)</i>	<i>Fortune</i>	<i>Retail Week</i>
<i>Changing Times</i>	<i>INC</i>	<i>Sales and Marketing Management</i>
<i>Consumer Research Magazine</i>	<i>World Money</i>	<i>Signs of the Times</i>
	<i>Newsweek</i>	<i>Stores</i>
		<i>Wall Street Journal</i>
		<i>Women's Wear Daily</i>

Reading:

It is crucially important that you read before class for two important reasons: (1) class time will provide you with an opportunity to bring up any questions you may have about the readings, and (2) class time will be utilized to discuss the issues and topics raised in the readings. Lectures will not cover everything in the text and readings, but you will be responsible for understanding all of the reading material as well as the material presented during lecture. Preparation also includes being informed about what is happening in class. To stay informed, you must check your EIU email and check announcements on the WebCT course site. I will communicate with you via these mechanisms, and it is your responsibility to check them regularly in order to ensure that you stay informed.

COURSE REQUIREMENTS**1. Exams – 3 exams worth 50 points each (150 points)**

Exams will begin promptly. Students not present for the distribution of an exam will not be eligible to participate.

Students will be unable to make up an exam without documentation of an excused absence. If a student is unable to attend class on the day an exam is scheduled, the instructor must be notified at least two weeks PRIOR to exam time. This notification must be followed up with appropriate documentation of the excuse for absence. If excused from taking an exam, the student must make up the exam within one week of the originally scheduled exam, or no credit will be allowed. A make up exam will not be of the same format as those given in the regularly scheduled class period. If the absence is not excused, then make up credit will not be allowed.

2. In-class Assignments (100 points)

Purchase an inexpensive pocket folder to hand in class assignments. These will be assigned randomly throughout the semester and cannot be made up without documentation of an excused absence.

All assignments will be stamped on the date assigned or date due, but will be placed in the folder and handed in together. Please do not attempt to Xerox or copy another student's work in any manner if you miss class. The consequences are not worth it. (See Academic Integrity).

If a stamped assignment is missed due to an excused absence, the assignment must be made up within the next two class sessions. Please contact another student enrolled in the course for the assignment information. The assignment will be stamped only with documentation of the excused absence.

Folders are due at the beginning of class on the due date. Late folders will lose 10 points each day late including the date due and weekends. Please place your name clearly on the front of the folder with the class name and section number. Also place your name in the upper right hand corner of each assignment in the folder.

All assignments will be closely evaluated on content. Simply handing in the folder with all assignments does not guarantee a perfect folder. Folders will also be graded on neatness and the assignments being in correct order as instructed in class.

***Folder assignments will not be returned; only folders, sketchbooks and grades.**

3. Final Project (150 Points)

All details will be discussed in class on during the fourth week of class. A rubric and assignment description will be distributed on that day as well as posted on Web CT.

4. Field Trip Attendance and Write Up (75 points)

5. Fashion/Industry Trends (10 pts each/30 pts Total)

6. Quizzes (10pts each/50 pts total)

6. Classroom Professionalism (25 Points)

1. **Attendance:** Regular attendance is expected on any job. Attending classes is a critical part of the student's job. Students are cheating themselves of what they are paying for when they do not attend class. Further, faculty will find it difficult to give positive job recommendations for a student who is repeatedly absent from class.

2. **Respect for faculty and other students:** Be courteous in the way you would like faculty and other students to be courteous to you. It isn't polite to walk in and out of class casually; this is disruptive and disrespectful of both faculty and other students. **Laptops are not allowed in class.**

3. **Catching up is the student's job:** If you miss class or arrive late, it is your responsibility to get the information you missed from other students.

4. **Arriving late for class or leaving early:** Arriving late and/or leaving early are disruptive to the professor and other students. Arrive on time and stay for the full period if you expect to be counted present. If you have an emergency and need to leave early, please talk to the professor prior to the beginning of class to explain this. It is not appropriate to come and stay only long enough to be counted in attendance.

5. **Talking to friends during class:** This is disruptive to both the professor and other students. It's easy to believe other students near you think it's o.k.—but that is usually not the case. This annoys most other students as well. When the professor comes to class to start, courteous students will stop talking for class to begin.

6. **Doing other work in class:** Students seem unaware of how easily a professor can see what each student is doing during a lecture. Doing other work, reading magazines, searching the internet, etc... is very obvious to the person standing at the front of the room.

7. **Cell phones:** If you bring these into class, these are not to be on! Having these go off in class is disruptive to the professor and other students. **No text messaging during class.**

8. **HAVE FUN LEARNING AND PARTICIPATE!!!**

A percent score will be determined from the final point accumulation and a grade given no lower than indicated in the following distribution:

A = 100 - 90 % B = 89 - 80 % C = 79 - 70 % D = 69 - 60 %
No credit is earned for less than 60%

Plagiarism

"Eastern Illinois University is committed to the learning process and academic integrity that is defined in the Student Conduct Code (1.1). To encourage original and authentic written work, any written assignment created in this course may be submitted for review to Turnitin.com and will become a searchable document with the **Turnitin**-protected and restricted use database."

Academic Assistance Center:

Those students who need assistance on study skills, inventory of their learning style, time management, study habits, problem solving strategies, word problems, essay and multiple choice test strategies, new approaches to learning, and how to prepare for final exams, call Mark May (associate director of the Learning Assistance Center) at 581-6696. They even have a small computer lab to assist in some software applications and assistance from tutors. Location: Room 2016, Ninth Street Hall or visit acassist@www.eiu.edu

COURSE SCHEDULE

This schedule is tentative and may be adjusted by the instructor. All changes will be announced in class and you are responsible for adhering to all necessary revisions.

Week	Topic	Readings Due	Assignments Due
1	Course Introduction Introduction to the World of Retailing	Chapter 1	
2	Types of Retailers	Chapter 2	
3	Customer Buying Behavior Multi-Channel Retailing	Chapter 3	Trend Report Due
4	Retail Market Strategy	Chapter 3	
5	Financial Strategy	Chapter 4	Trend Report Due Exam #1
6	How to Do A Poster Board Presentation Retail Locations Multiculturalism in Retailing	Chapter 5,6	
7	Retail Ethics Retail Site Location	Chapter 7	
8	Going Green	Chapter 8	Trend Report Due
9	Human Resources Supply Chain Management Information Systems	Chapter 9	Exam #2
10	Loss Prevention Merchandise Assortments Customer Service	Chapter 10 Chapter 19	
11	Vendor Relationships Distribution Centers	Chapter 11	
12	Location Continued Designing the Facility	Chapter 12,13	TBA Field Trip All Students Must Attend & Dress Professionally
13	Visual Merchandising Buying and Merchandising Private Labeling and Product Developing Pricing	Chapter 14, 15 Chapter 18	

14	Final Project Presentations		Field Trip Write Up Due Friday, November 11th
15	Final Project Presentations		
16	Final Project Presentations		Folder Assignments Due
			Final Exam