

**FASHION MERCHANDISING A TO Z SYLLABUS****SUMMER PRE-COLLEGE 2025****FASH104N****3 CREDITS (NO PRE-REQUISITES)****STEEL PLANT 101****SESSION I: JUNE 29 - JULY 12**

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**TEACHING ASSISTANT**

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**COURSE DESCRIPTION**

Are you interested in majoring in fashion merchandising? Curious about possible careers in the fashion industry? Want to increase your knowledge of fashion terminology and the significant companies, brands, and people within the industry? This course will dissect the Marist College fashion merchandising degree and its three concentrations - Business, Promotion, and Product Development. Over the **three** weeks, an introduction and overview of the influential individuals and businesses that have shaped the fashion industry will also be discussed. Multiple aspects of the fashion industry will be explored including retailing, buying, planning and allocation, retail marketing, e-commerce, social media, visual merchandising, product development and global merchandising.

**COURSE OBJECTIVES**

The overall learning goal of this course is to explore the various aspects of fashion merchandising. In this course students will:

- Develop an understanding of basic fashion industry terminology used to describe garments, processes, and retailers.
- Gain awareness of influential individuals, brands, and retailers that have shaped and continue to impact the fashion industry.
- Demonstrate an understanding of the basics of the garment life cycle from design to production to distribution.
- Acquire insight into the importance of target market identification and effective marketing and promotion strategies.
- Explore various industry segments and their defining characteristics.

**STUDENT LEARNING OUTCOMES**

Upon completion of the course students will be able to:

- Understand what a degree in Fashion Merchandising is.
- Understand the differences between each concentration within the Marist College Fashion Merchandising degree.
- Understand and utilize basic fashion industry terminology.
- Identify and understand the major players in the fashion industry over the last 100 years.
- Identify significant retail businesses and their influences on retailing and consumer expectations.
- Understand retail strategies to attract and maintain customer loyalty.
- Understand how to identify target markets and consumer behavior.
- Identify the elements that comprise a fashion brand's total image positioning.
- Understand the steps in procuring, developing, and selling merchandise.
- Demonstrate how the right tools, materials, and techniques can enhance the communication of a brand via social media and integrated marketing.
- Explore how emerging global retailers/brands will shape the future retail landscape.
- Understand various types of careers within the fashion industry.

**COURSE FORMAT**

This course will follow a lecture/workshop format. During the session, class will meet from 9:00 a.m. - 5:00 p.m. every weekday and 9:00 a.m. - 12:00 p.m. on Saturday. There will be a morning lesson and an afternoon lesson both consisting of lectures and group/activity work. Field trips and guest speakers will be integrated into the two weeks of the program. There will be some homework and reading assignments for you to complete in the evenings. In

addition to the instructor, the course will have a TA who will have “office hours” to assist with any assignment questions.

### **COURSE MATERIALS**

**Provided Textbooks** (distributed on first day of session, included in course fee)

- *The Fairchild Books Dictionary of Fashion*, Fifth Edition, Bloomsbury 2023, Keiser, Sandra and Tortora, Phyllis G. ISBN 978-1501365348
- *The Lives of 50 Fashion Legends*, Second Edition, Fashionary 2018. ISBN 978-9887711025

### **Recommended Supplies**

A laptop or tablet is strongly recommended for notetaking and working on homework assignments.

### **Reference Materials**

- Marist Library Guide - Fashion Program
  - Access via <https://libguides.marist.edu/fash>
- New York Times
  - [Open Thread Newsletter](#) published every Friday by Chief Fashion Critic, Vanessa Friedman
- Women’s Wear Daily (WWD)
  - Free access to all articles on wwd.com via the Marist Library website
- Business of Fashion
  - Subscribe to free newsletter at [www.businessoffashion.com](http://www.businessoffashion.com)
- Vogue Business
  - Subscribe to free newsletter at [www.voguebusiness.com](http://www.voguebusiness.com)
- National Retail Federation (NRF)
  - Create a free account on [NRF.com](http://NRF.com) by using your @marist.edu e-mail address. Marist is a NRF University Member.
  - Subscribe to their newsletter SmartBrief on the NRF.com homepage.
- WGSN (trend forecasting)
  - Log in with your Marist email at [wgsn.com](http://wgsn.com).
- Euromonitor Passport (market research and analytics)
  - Available via the Marist Library website under databases A-Z, listed under Passport. <https://libguides.marist.edu/a-z/P>
- WindowsWear
  - Create a free account on [windowswear.com](http://windowswear.com) by using your @marist.edu e-mail address. Marist is an academic member.
- Berg Fashion Library
  - Available via the Marist Library website.

Materials used in connection with the course may be subject to copyright protection. -TEACH Act

### **ASSESSMENT & RUBRICS**

Students are expected to complete all assignments and adhere to all course policies covered in this syllabus. The grade for this course will be determined from the following criteria:

Pework Assignment	5%
Assignments	45%
Quizzes	10%
Final Project	25%
Attendance, class attitude, participation, preparedness	15%

Assignment rubrics will be attached to each assignment as it is distributed to the class.

The following grading standards will be used for all assignments.

- **Exemplary = A (95% - 100%)** Exceptional achievement and quality in the majority of assessed work. Work is distinguished by an extensive knowledge of course concepts and originality in application. Extensively self-directed work showing a high level of analysis and the ability to apply what has been learned. Written assignments contain appropriate references, quotations and bibliography to illustrate points and to reinforce arguments. Displays high standards in the overall execution and presentation of the final work.
- **Accomplished = A- to B (83% - 94%)** Good achievement in some or most areas of assessed work. There is evidence of critical and analytical thinking, and the ability to relate theory to practice. Work generally

shows some degree of originality and is reflective of independent thinking. Displays an overall good standard in the execution and presentation of work.

- **Developing = B- to C (73% - 82%)** An average level of performance. The student has demonstrated a capacity for independent work and research. Knowledge demonstrated is generally relevant, but not comprehensive. Displays some evidence of independent thought, but not enough to form original conclusions. Competent standards are demonstrated in execution and presentation, but the work lacks a certain level of originality.
- **Needs Improvement = C- to D (60% - 72%)** Knowledge is incomplete and superficial. Displays limited evidence of critical or analytical thinking. Work is characterized by minimal independence or originality of thought. Minimal evidence of the ability to relate theory to practice. The work is poorly executed and presented.
- **Insufficient = F (59% or below)** Work is inadequate. Knowledge is insufficient in quality, scope or relevance. There is little or no evidence of conceptual understanding or original thought. Execution and presentation of the work is extremely poor.
- **Not Attempted = F (0%)** Work not attempted, did not complete, no submission.

### PREWORK ASSIGNMENT

Prior to arriving at Marist for the two-week in-person session, students are required to complete a prework assignment. Please select one assignment from the accompanying list. Detailed instructions and rubric will be provided four weeks prior to the start of the course. All information and submission will be through the course's Brightspace site.

### ADDITIONAL COURSE POLICIES

- The format of this course will include active discussion and participation from all students. As a reminder, 15% of your overall grade will come from attendance and participation.
  - Attendance is mandatory for all classes and academic activities. Students are expected to arrive at class on time and participate fully in all class discussions and activities. Failure to adhere to these expectations may result in removal from Summer Pre-College.
  - Professional conduct is expected.
  - Smart casual attire is preferred.

Participation will be assessed by the following rubric:

- Exemplary (A range) - Student comes to class prepared, participates in all classroom activities, contributes to classroom discussion in a meaningful way on multiple occasions, and stays focused on class issues and ideas.
- Satisfactory (B range) - Student participates in classroom activities and is paying attention to what is being said by others. Student contributes to the classroom discussion at least once during the class.
- Unsatisfactory (C or below) - Student isn't prepared, does not participate in classroom activities, stays silent during classroom discussion, and is distracted/not paying attention.
- Good class etiquette is expected, including respect for the classroom and your classmates.
- Assignments must be typed and presented in a neat and professional manner. Handwritten work will not be accepted unless otherwise specified. Handwritten work will result in a zero for the assignment.
- All assignments are to be submitted digitally and should be in .pdf format unless otherwise specified. Your name should be included in the file name of the submitted .pdf file.
- All sources including photos must be cited using MLA format. Failure to cite your sources will result in a zero for the assignment.
- All assignments are to be completed by the assigned due date. Any exceptions to this must be agreed upon with the instructor prior to the due date. Absence is not an excuse for an assignment not completed on time.
- No use of cell phones, tablets, smart watches, music or game devices for nonacademic purposes is allowed in class under any circumstances. Text messaging, using social media and surfing the internet during class is disrespectful and will not be tolerated. The use of cell phones and other technology in class should not be used to record other students, faculty and staff, unless requested by the Program Director/Faculty for educational purposes.
- Course syllabus, schedules, assignments and procedures for this course are subject to change at the discretion of the instructor. Students will be notified in advance of any changes. The instructor reserves the right to add assignments (reading or written) or quizzes if deemed necessary and beneficial to the student.

**GRADING STANDARDS**

<b>A</b>	<b>100-95%</b>	<b>B-</b>	<b>82-80%</b>	<b>D+</b>	<b>69-65%</b>
<b>A-</b>	<b>94-90%</b>	<b>C+</b>	<b>79-77%</b>	<b>D</b>	<b>64-60%</b>
<b>B+</b>	<b>89-87%</b>	<b>C</b>	<b>76-73%</b>	<b>F</b>	<b>59% or below</b>
<b>B</b>	<b>86-83%</b>	<b>C-</b>	<b>72-70%</b>		

As found in the [Marist College Undergraduate Course Catalog](#), the grading system is as follows:

**A** - An A student is one who, in addition to all the qualities manifested by a B student, seeks mastery of a special field by reason of individual interest; has initiative and originality in attacking and solving problems; shows ability in rethinking problems and making associations and in adapting to new and changing situations; moreover, has an appropriate vocabulary at their command.

**B** - To earn a B grade a student must manifest all the qualities characteristic of a C student and in addition reveal a memory that encompasses more than the basic elements of a course; has a more personal grasp of the principles of the course and perceives wider application of them. The student should be able to discuss the subject matter of the course with ease.

**C** - To earn a C grade a student must be able to recall the basic elements of a course, understand the essential background and materials of a course, apply the basic principles involved, and express them intelligibly.

**D** - A student who is deficient in some degree in any of the areas that are characteristic of a C grade will earn a D.

**F** - The student has failed to show mastery of the basic subject matter for the course.

The grades of B+, C+, D+, A-, B-, C- are used to indicate that a student has shown more or less than the usual competency required for that grade.

Multiple absences imply insufficient knowledge and inadequate participation, thereby leading to a lower grade.

**ACADEMIC INTEGRITY STATEMENT**

Marist College is a learning community dedicated to helping students develop the intellect, character, and skills required for enlightened, ethical, and productive lives in the global community of the 21st century. Students are expected to pursue excellence in their education while being honest about their work and fair to other members of the learning community. All work presented to instructors for evaluation must reflect their own ideas and effort and must properly acknowledge any contributions of others. Students should expect this honesty and fairness in others as well. As members of the Marist learning community, all students should adhere to the principles of academic integrity as set forth in the Marist Academic Integrity Policy (2016)

**FASHION PROGRAM SOCIAL MEDIA**

All students enrolled in courses within the fashion department are strongly encouraged to follow the department's social media channels to stay informed of news and events within the department.

- @maristfashion - Instagram, Facebook, Twitter, YouTube, Snapchat, TikTok
- @mporiumatmarist - Instagram, Facebook
- @measuremag.marist - Instagram, Facebook
- @silverneedlerunway - Instagram, Facebook, Twitter, YouTube, TikTok
- @maristfashioncrc - Instagram
- @marist.nrfsa - Instagram, Facebook
- @maristfashioninc - Instagram, Facebook
- @efimarist - Instagram

**FASHION PROGRAM CREATIVE RESOURCE CENTER POLICY**

The Creative Resource Center provides students open access to an evolving library of fabric swatches, color chips, reference book, and magazines. The CRC is student run and for fashion students only.

Please return unused color chips and swatches to be recycled. Reference books and magazines borrowed for research must be handled with care and returned to a student worker. Do not cut/tear/rip pages from any materials except those marked for student use.

- There is NO FOOD OR DRINK allowed in the CRC at any time.
- WASH HANDS thoroughly before beginning work in the CRC.
- Disinfect worktables and supplies after use.
- Students must use gloves when handling books and magazines.

**DO NOT REMOVE ANY MATERIALS FROM THE CREATIVE RESOURCE CENTER.**

**ACCOMODATIONS & ACCESSIBILITY**

Students with disabilities who believe they may need accommodations in this class are encouraged to contact the Office of Accommodations and Accessibility at (845) 575-3274, Donnelly Hall 226 or via email at [accommodations@marist.edu](mailto:accommodations@marist.edu) as soon as possible to better ensure that such accommodations are implemented in a timely manner.

If you receive accommodations, please provide me the appropriate documentation and I will make the necessary adjustments to any assignments and quizzes.

**DIVERSITY AND INCLUSION STATEMENT**

At Marist, we strive to create an environment that reflects the diversity of our nation and the world, ensuring that all members of our community feel welcomed, valued, and supported. We want everyone to know they are welcome here: people of different races, ethnic groups, religions, sexual orientations, and political views, as well as women, veterans, and those with disabilities. A diverse and inclusive community allows our students to develop the qualities they need for effective collaboration and leadership in today's global society. The College is committed to expanding access to education and fostering a culture of active engagement, reflection, and growth in the Marist community.

The college's academic mission is immeasurably enriched by students with diverse experiences. Our finest efforts as intellectual beings heavily rely on the exchange of ideas. Interactions in our classrooms among persons and groups with diverse backgrounds, ideologies, and experiences facilitate these efforts by allowing us all to be more reflective about the varied historical and social contexts in which we work and learn. For faculty and students to continue being leaders inside and beyond academia, we must ensure that we consider the diversity of all who comprise our communities and foster a climate in which those diverse influences are respected and valued.

In this course, we will challenge each other's thinking while working collaboratively to ensure that the classroom is a space of safety and bravery. Our classroom offers an environment where individuals of varying opinions, experiences, and backgrounds are able to be free to learn without fear of being silenced. Evidence of these efforts will manifest in readings, lectures/class discussion, seminars, and group projects. Aspects of diversity include, but are not limited to, race, ethnicity, color, nationality, sex, gender, gender identity, gender expression, class, sexual orientation, religion, age, ability, and veteran status.

*-Dr. Tia Gaynor, Assistant Professor of Public Administration, Marist College School of Management*

**CHOSEN NAME POLICY**

Some members of the Marist community are known by a name that is different from their legal name. Students who wish to be identified by a chosen name or in a manner other than what is indicated on the course roster can contact me via email or in person to indicate their chosen name pronoun and any other preferences they may have.

**ENCOUNTERING UPSETTING COURSE CONTENT, ASSIGNMENTS, DISCUSSIONS AND RELATED COURSE MATERIAL**

Each of you comes to this course with your own unique life experiences. This contributes to the way you perceive various types of information. During your career as a student here at Marist, regardless of what you study, you may encounter topics that you find uncomfortable or upsetting and/or challenging for your values and beliefs. If you feel intellectually or emotionally disturbed by what you learn in class, please know that this is often a normal result of exposure to new ideas or information. Please keep in mind that a college education is designed to expose you to material believed to be integral to your intellectual growth and personal development. Should class content cause you additional distress, including triggering past traumas, you are encouraged to seek out campus resources:

<https://www.marist.edu/student-life/services/counseling>

**TITLE IX STATEMENT**

Marist College is committed to providing a safe learning environment for all students. If you or someone you know has experienced sexual harassment, including sexual assault, dating or domestic violence, or stalking, support is available. Please contact the Title IX Office at [titleix@marist.edu](mailto:titleix@marist.edu) or (845) 575 - 3799 or visit [www.marist.edu/title-ix](http://www.marist.edu/title-ix) to file a report. Please be aware that faculty and staff are required to disclose incidents of sexual harassment or other potential violations of the Marist College Discrimination, Harassment, and Sexual Misconduct Policy to the Title IX Office. To speak to a confidential resource who does not have this reporting responsibility, contact Counseling Services at (845) 575 - 3314, Health Services at (845) 575 - 3270, or Campus Ministry at (845) 575 - 3000 (x2275).

**BY ENROLLING IN THIS CLASS, YOU AGREE TO ABIDE BY THE GUIDELINES AND THE SYLLABUS AS STATED ABOVE. FAILURE TO FOLLOW THE GUIDELINES AND THE SYLLABUS HAS THE POTENTIAL TO NEGATIVELY AFFECT YOUR GRADE IN THE COURSE. THE PROFESSOR ALSO RESERVES THE RIGHT TO ALTER THE COURSE IN ANY MANNER DURING THE SEMESTER WITH PROPER NOTICE TO THE STUDENTS. LASTLY, WE ARE A SCHOLARLY COMMUNITY**

IN PURSUIT OF THE FREE AND OPEN EXCHANGE OF IDEAS. BY REGISTERING FOR THIS CLASS, YOU AGREE TO TREAT EACH OTHER AND THE PROFESSOR WITH RESPECT.

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**MARIST SUMMER PRE-COLLEGE 2025  
FASHION MERCHANDISING A-Z  
PREWORK ASSIGNMENT**

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**Instructions:** Select one assignment from the below list to complete prior to arriving at Marist for your SPC session. You will find more information and will upload your assignment into Brightspace, the University Learning Management System.

**Value: 5% of total grade**

- **Consumed Essay**

Read Aja Barber's 2021 book [\*Consumed: On Colonialism, Climate Change, Consumerism, and the Need for Collective Change\*](#). As a high school student, reflect on how you can change your fashion consumption patterns. Write a three-page essay on what you can do to exert your power to stop the consumption cycle and have a positive impact on the environment.

- **The New Look vs. The Little Black Dress Essay**

Available on Apple+ TV, watch season one of [\*The New Look\*](#) which follows Christian Dior and Coco Chanel during the Nazi occupation of Paris in WWII. Write a three-page essay on the impact of the war on their designs and business. Which designer do you think has had a more significant and lasting impact on fashion? Why?

- **1990s Fashion Today Essay**

Watch all six episodes of the docuseries, [\*In Vogue: The 90s\*](#) currently available on Hulu and Disney+ or listen to the [original podcast](#). Write a three-page essay about which 90s defining fashion moment you think had the biggest impact on fashion and is still being felt today. Further research is required to support your claims.

- **When Women Ran Fifth Avenue Essay**

Read [Julie Satow's 2024 book, \*When Women Ran Fifth Avenue: Glamour and Power at the Dawn of American Fashion\*](#). Write a three-page essay on the state of the department store today and what you think the views of the three main women profiled in the book (Hortense, Dorothy, and Geraldine) would be about these changes.

- **Revitalization of J. Crew & GAP Essay**

Read [\*The Kingdom of Prep, The Inside Story of the Rise and \(Near\) Fall of J. Crew\*](#) by [Maggie Bullock](#). J. Crew recently relaunched its catalog and GAP hired designer Zac Posen as EVP and Creative Director. Research the effects of these actions and write a three-page essay on your findings. Do you think these strategies will help propel the brands to be as successful as they once were? What do you think Mickey Drexel and Emily Cinader Scott would think of these actions?

- **Power of Fashion and the Impact of Social Media Essay**

Read [Veronique Hyland's \*Dress Code: Unlocking Fashion from the New Look to Millennial Pink\*](#). In the book, Hyland discusses what "dressing for yourself" really means for a woman and how social media has affected how we present and style ourselves. Write a three-page

essay on whether or not you agree with her views. Discuss how social media impacts your personal shopping and styling habits.

- **Impact of Anna Wintour Essay**

Watch the two documentaries, [The September Issue](#) and [The First Monday in May](#), both of which heavily feature Anna Wintour and showcase the impact she has had on fashion. In addition, watch [The Devil Wears Prada](#) for which Anna Wintour was the inspiration. Since the release of these films, the fashion publishing world has changed significantly due to the internet and social media. Write a three-page essay exploring these changes and the impact they have had on *Vogue*. Is Anna Wintour still as powerful as she once was when the September issue of *Vogue* was over 900 pages?