

LSC Use Only

Number: _____
Action: _____
Date: _____

UWUCC Use Only

Number: 91-34
Action: _____
Date: _____

CURRICULUM PROPOSAL COVER SHEET

I. Title/Author of Change

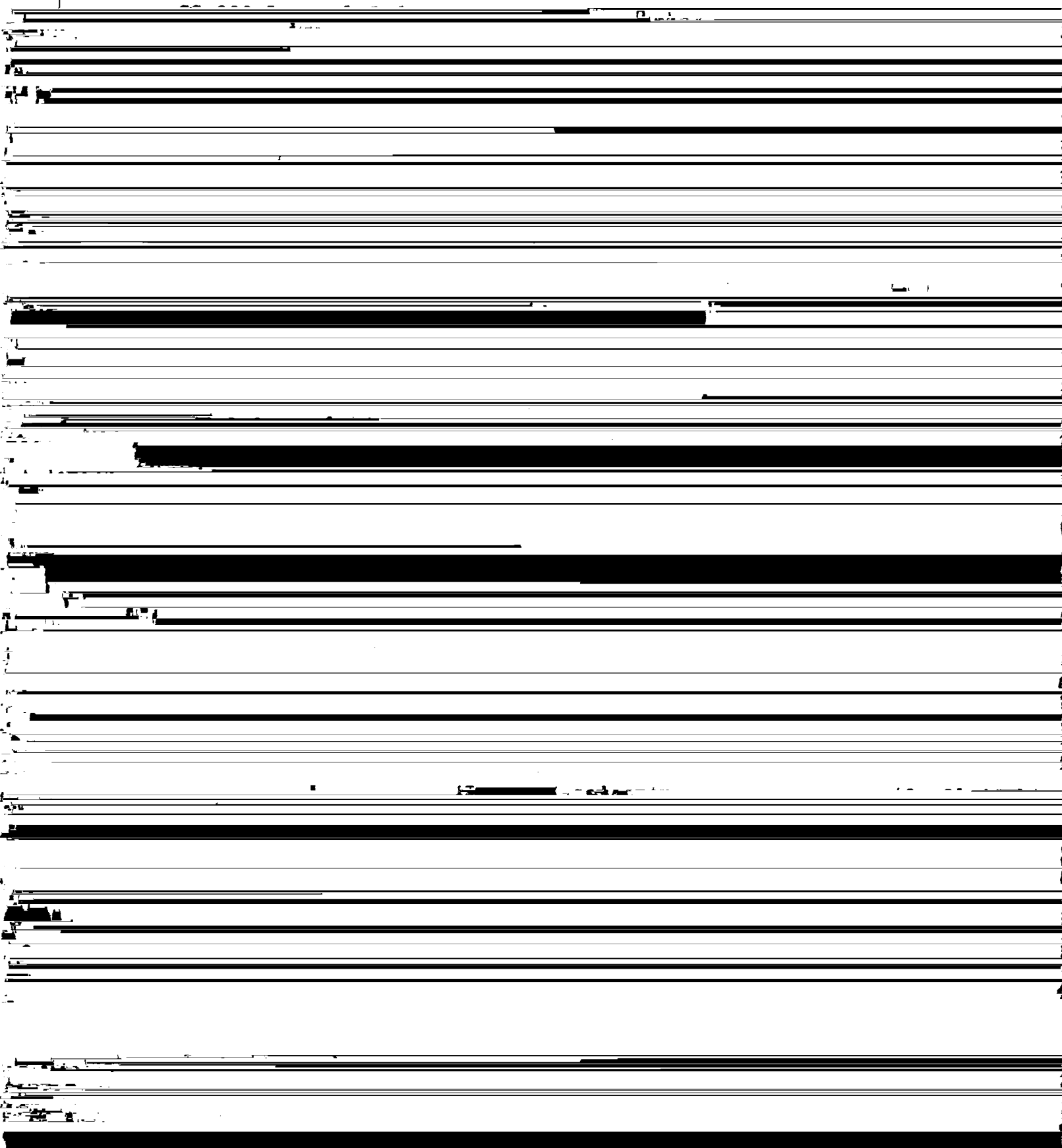
Course/Program Title: _____

IV. DESCRIPTION OF CURRICULUM CHANGE

1. Catalog Description

COURSE SYLLABUS

I. CATALOG DESCRIPTION



5. Furs and Leathers

C. Women's Apparel (9 sh lectures)

1. Nature of the Industry
2. Location of Fashion Market Centers
3. Line Design
 - a. designers v.s. stylists
 - b. sources of inspiration
 - c. color/fabric research
 - d. style creation
 - e. sketch/croquis
 - f. design technique and pattern development
 - g. manufacturing categories
 - h. custom design
 - i. design awards
4. Line Organization
 - a. sample development
 - b. item lines
 - c. group lines
 - d. staple items
 - e. hot items
 - f. color story planning

F. Menswear (3 sh lectures)

1. History and Development
2. Nature of Industry
3. Methods of Construction

5. Production Procedures

m. Warehouse Clubs

- b. Catalog
- c. Mail Order
- d. Door-to-Door
- e. Party Plan
- f. Telephone
- g. Electronic
 - 1) TV Marketing
 - 2) Home Shopping
 - 3) Computer
 - 4) Kiosks

6. Private Labeling

7. Acquisitions and Mergers (Mass Detail)

FINAL POINT SCALE:

- 900 to 1000 points earned = A
- 800 to 899 points earned = B
- 700 to 799 points earned = C
- 600 to 699 points earned = D
- less than 600 points = F

TESTS: There will be four (4) exams consisting of

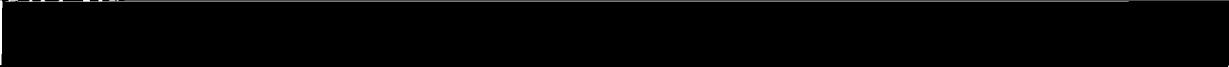
V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Jarnow, Jeannette A. and Miriam Guerreiro.
Inside the Fashion Business. 5th ed. New York: Macmillan
Publishing Company, 1991.

VI. SPECIAL RESOURCE REQUIREMENTS

No special resources are required.

VII. BIBLIOGRAPHY



Stone, Elaine and Jean A. Samples. Fashion Merchandising:

Hamburger Estelle Fachlehrer-Direktor 711 111 11

COURSE ANALYSIS QUESTIONNAIRE

SECTION A DETAILS OF THE COURSE

A1 This course will be a requirement for students in the
Fashion Merchandising program

SECTION B. INTERDISCIPLINARY IMPLICATIONS

- B1 This course will be taught by one instructor.
- B2 This course will have a required corollary CS 480 Apparel Industry II course in order for students to acquire knowledge of the complete fashion merchandising process. CS 480 expands the second half of the current CS 318 course described in section A2.
- B3 This course approaches merchandise production and distribution from the apparel perspective. It does not overlap with any courses at the University.
- B4 Seats in this course will be available for students in the School of Continuing Education.

SECTION C. IMPLEMENTATION

C1 Resources

- a. No new faculty are needed to teach this course. CS 318

C7 This course is a requirement in the Fashion Merchandising major. It does not affect the number of free electives available.