

## Product Development 1 Syllabus\*

MDSE 2350-001: MWF at 100-150pm in ENV 125.

**Instructor:** Mrs. Kristina Bruder

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**Office Hours:** see Mrs. Bruder's Schedule, otherwise by appointment only.

**Course Description:** Comprehensive overview of apparel product development, including researching and interpreting fashion direction, analyzing comparable market offerings, and developing color, style, and fabric trends. Customer conversion, revenue optimization, global collaboration, and selling innovation will be explored.

### Course Objectives:

1. Identify current merchandising trends and analyze the direction of fashion change.
2. Examine the impact of the economic, social, and political environments on fashion change.
3. Synthesize contemporary trends and develop merchandising strategies for relevant companies.
4. Recognize the breadth and depth of the fashion forecasting process.
5. Compare and contrast the methodologies used for short term and long term forecasting.
6. Recognize color forecasting as a coordinating factor in the apparel supply chain from fiber producer to retailer.
7. Examine the methods for conducting consumer research for new fashion products and marketing initiatives.
8. Prepare a color, fiber, and merchandise forecast for a future season.
9. Identify the stages involved in product development and apparel manufacturing.
10. Outline the cycle of merchandise distribution, and include the responsibility of wholesaler, jobber, retailers, and ultimately the consumer in this process.

### Required Texts:

1. Rousso, C. (2012). *Fashion forward: A guide to fashion forecasting*, New York, NY: Fairchild
2. Garner, M. & Keiser, S. (2012). *Beyond Design: The Synergy of Apparel Product Development*, 3rd Ed. New York, NY: Fairchild Publications, INC. ISBN# 978-1-60901-226-7

3. Additional readings will be posted on Blackboard.

\* Students may vary in their competency levels for these abilities. You can expect to acquire these abilities only if you honor all course policies, attend classes regularly, complete all assigned work in good faith and on time, and meet all other course expectations of you as a student. The above and included schedule, policies, procedures, requirements, and assessments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.



UNT Dates	Class (Week.Day)	Dates	Readings	Topic	Assessments Due						
	13.3	Friday, 4/17	Rouso Chapter 8	Textiles, Trims, Findings & Materials							
Beginning this date a student who qualifies may request a grade of I, incomplete. (See "Grading system" in the Academics section of this	14.1	Monday, 4/20	Rouso Chapter 9	The Look	Branding Form; <i>Project 5 (rough draft): Trend/Materials</i>						
	14.2	Wednesday, 4/22	Rouso Chapter 9	The Look							
April 24 is the last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students	14.3	Friday, 4/24	Rouso Chapter 10	Creating and Presenting a Forecast	Trend Essay; <i>Project 5 (Rough Draft): Trend/The Look;</i>						
	15.1	Monday, 4/27	Rouso Chapter 10	Creating and Presenting a Forecast							
	15.2	Wednesday, 4/29		Work day?							
	15.3	Friday, 5/1		Semester Wrap-up	Project 5: Complete with Script; Journal complete						
Pre-Finals Week	16.1	Monday, 5/4		Presentations	SETE						
Pre-Finals Week	16.2	Wednesday, 5/6		Presentations							
Reading Day; no classes	16.3	Friday, 5/8		na	na						
Finals Week: no classes		Saturday, 5/9 1030-1230pm			Exam 4 (4/6-5/1)						
Commencement		Saturday, 5/16									
					<i>* italics = recommended due date; groups will meet in class but will require group time outside of class; on these days, the instructor will call on groups to report on progress.</i>						

<b>PDI Course Requirements*</b>		<b>Percent of Grade</b>	<b>Points Available</b>	<b>Enter points earned</b>	<b>Enter points possible</b>	<b>Total</b>
Daily Work Exercise (approximately 25-40 items @ 5-10 points each): Most classes will include an exercise requiring pen and paper. The exercises may be individual or within an assigned group or as a class. The goal of the exercise is to determine understanding of assignments and presentations as well as to develop critical thinking skills. If you have not read the assigned reading, you will not be able to do the exercise. If you are not in class, you will not be able to complete the exercise; they will not be on Blackboard. The majority of these will be all or nothing depending on your level of participation. If a rubric is necessary, it will be communicated in class with the exercise.		25%	250 total (this will be one column on Blackboard; points will be added on top of previous points earned; the amount available will be updated with each new exercise)	0	0	
<b>Projects (5 projects @ 70 points each):</b> The projects are intended to demonstrate your understanding of some aspect of the major sections of the course: product development cycle, market research and knowledge of customer, creative planning, technical planning and fashion trends in apparel and home fashions. These may be individual or group projects.		35%	350 total	0	0	
	Project 1: Business Planning		70	0	0	
	Project 2: Creative Planning: fashion movement, current fashion		70	0	0	
	Project 3: Technical/Production Planning		70	0	0	
	Project 4: Market Research		70	0	0	
	Project 5: Trend		70	0	0	
<b>Exams (4 exams @ 50 points each):</b> exams are to confirm your understanding of the material, each relating to a section of the course. The four exams follow each section. Exams will be on Blackboard.		20%	200 total	0	0	
			50	0	0	
			50			
			50			
			50	0	0	
<b>Journal (1 @ 150 points):</b> a place to collect items; this will be done on Blackboard. You will add to this journal every week.		15%	150 total	0	0	
	1. New Products (50 points): <u>Save and load to Blackboard</u> --at least one new product per week; thus, you will have articles for 14 new products. Information about new products may be found on retail websites like Amazon.com or in stores, Wall Street Journal, newspapers and other periodicals, Gizmag.com, Kickstarter.com, etc. You must document where you found the information. We will frequently review these in class.		50	0	0	

	2a. Branding (50 points total--25 points for Journal and 25 points for form): Select a favorite brand to study for the semester. Gather information to demonstrate your knowledge of what a brand is, how a brand is marketed and built (history, target market, customer profile, line of products, current status of business, brand image). Demonstrate the ability to research; understanding of the above. Attach article, documents, reports, images under the Journal section of Blackboard.		25 (Journal)	0	0	
	2b. Branding Form: complete the form provided on Blackboard under Projects.		25 (Form)	0	0	
	3a. Trend (50 points--25 for Journal and 25 for Essay): you will select and identify 1 current trend to follow and document from WGSN. In the Journal section of Blackboard, attach articles about the trend from websites and images from retail websites. Include photos of people from campus or shopping malls to support your claim that the trend is current. It may be a trend in apparel or print.		25 (Journal)	0	0	
	3b. Trend Essay: By the end of the semester write a 3 paragraph summary of describing the trend, stating where it is in the fashion cycle and what it looks like.		25 (Essay)	0	0	
<b>Professional Development (2 @ 25 points each):</b> Industry partnerships with retail companies such as Ross, Target, JCPenney and others support professional development events for UNT merchandising students. These events include activities such as the Executive in Residence (EIR) Lecture Series, Highway to Success, Merchandising Expo, Creating Consumer Experiences Symposium, and other professional development events. Detailed information and requirements for these events will be distributed throughout the semester. It is required to attend the presentation by Kip Tindall, CEO of The Container Store (Febr.4, 10-Noon, Gateway Center Ballroom). You will swipe your student ID card at the event to prove you attended and write a one page essay which includes the main points of the presentation and your opinion regarding both the speaker's ability to present and the content of the presentation. For the second, there may be a few guest speakers in class or in clubs and there are many other opportunities available for professional development, so feel free to look around and suggest them to the instructor. Approval is required before attending opportunities not listed above.		5%	50 total	0	0	
	Essay: Kip Tindall		25	0	0	
	Essay: Consumer Symposium (TBD)		25	0	0	
<b>Total</b>		<b>100%</b>	<b>1000</b>	<b>0</b>	<b>0</b>	<b>#DIV/0!</b>
<b>Extra Credit</b>	<b>If 80% of the class completes the SETE...</b>				<b>5</b>	
<b>Extra Credit</b>	<b>Attending the Merchandising Expo</b>				<b>10</b>	
<b>Final Total</b>						

Mrs. Bruder's Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
800					
900					
1000	3250-001: PD2		3250-301: PD2 Lab	Office Hour	Office Hour
1100	Lecture Curry 204		Chilton 387	Office Hour	Office Hour
Noon					
100	2350-001 PD1 ENV125	3250-002: PD2 Lecture Chilton 387	2350-001 PD1 ENV125	3250-303: Lab Chilton 387	2350-001 PD1 ENV125
200	Office Hour				
300					
400					
500					

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