## **Product Development 1 Syllabus\***

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

**Instructor:** Mrs. Kristina Bruder **Office:** 342A Chilton Hall **Phone:** 940-565-2709

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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.
- 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	1			
HOLIDAY First day of classes	1.1	Monday, 1/19 Tuesday, 1/20	na	na					
FIRST day of classes	1.2	Wednesday, 1/21	na na	Intro; overview of					
		, ,		Syllabus & Course Policies; Resources;					
Last day for change of schedule other than a drop. (Last day to add a class.)	1.3	Friday, 1/23	na	Intro; overview of Syllabus & Course Policies; Resources;	Begin finding new products for Journal on BB; collect napkins over weekend and bring to class on				
	2.1	Monday, 1/26	Syllabus & Course Policies;	Syllabus Review (may be questions from this exercise on any of the following	Modeocdov				
	2.2	Wednesday, 1/28	Keiser Chapter 1: pp. 3-17	Introduction to PD: role, apparel supply chain, growth					
	2.3	Friday, 1/30	Keiser Chapter 1: pp. 17-20 and Chapter 15	strategies PD, Wholesale vs. Private Brands, Retail Venues, sales strategies					
	3.1	Monday, 2/2		Business Planning: basic functions, planning & process					
2/3-4/7 Students may drop a course with written consent of instructor.	3.2	Wednesday, 2/4	na	no class; must attend Kip Tindall, 10-Noon at Gateway Center.					
	3.3	Friday, 2/6	Keiser Chapter 2: pp. 43-54	Business Planning: Product Positioning, Brands					
	4.1	Monday, 2/9	Keiser Chapter 3: pp. 60-86	Consumer Markets: segments, target customer					
	4.2	Wednesday, 2/11	Keiser Chapter 3: pp. 86-93	Consumer Markets: general trends in marketing	Professional Development Essay due				
	4.3	Friday, 2/13	Keiser	Trend Forecasting	Exam 1 (1/26-2/11)				
	5.1	Monday, 2/16	Chapter 4 see BB	Color Management					
	5.2	Wednesday, 2/18	see BB	Fabrication	Class Evaluation				
	5.3	Friday, 2/20	see BB	Findings & Trim	Project 1: Business Planning				
	6.1	Monday, 2/23	see BB	Garment Styling					
	6.2	Wednesday, 2/25 Friday, 2/27	see BB see BB	Line Development Concept to Product					
Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded. Last day for change in pass/no pass status.	7.1	Monday, 3/2	see BB	Sizing & Fit					
3/3-4/24: Instructors may drop students with a grade of WF for nonattendance.	7.2	Wednesday, 3/4	see BB	Quality	Project 2: Creative Planning				
TRANSFILLATIVE.	7.3	Friday, 3/6	see BB	Sourcing					
	8.1 8.2	Monday, 3/9 Wednesday, 3/11	see BB Rousso	Pricing & Costing Intro to Trend	Exam 2 (2/11-3/9)				
	8.3	Friday, 3/13	Chapter 1 Rousso Chapter 1	Forecasting Trend Presentations					
UNT Closed; Spring Break	9	Monday, 3/16	na	na					
	10.1	Monday, 3/23	Rousso Chapter 2	Fashion History	Project 3: Technical Planning				
	10.2	Wednesday, 3/25	Rousso Chapter 3	Fashion Movement					
	10.3	Friday, 3/27	Rousso	Social & Culutural					
	11.1	Monday, 3/30	Chapter 4 Rousso	Influences Social & Culutural					
	11.2	Wednesday, 4/1	Chapter 4 Rousso	Influences Market & Sales					
	11.3	Friday, 4/3	Chapter 5 Rousso	Research Market & Sales					
	12.1		Chapter 5	Research	Evam 2 (2/0 4/2)				
	12.1	Monday, 4/6 Wednesday, 4/8	Rousso Chapter 6 Rousso	Theme Theme	Exam 3 (3/9-4/3) Project 4: Market				
	12.3	Friday, 4/10	Chapter 6 Rousso Chapter 7	Color	Research Project 5 (rough draft):				
	13.1	Monday, 4/13	Rousso	Color	Trend/Theme*				
	13.2	Wednesday, 4/15	Chapter 7 Rousso	Textiles, Trims,	Project 5 (rough				
			Chapter 8	Findings & Materials	draft): Trend/ Color				

UNT Dates	Class	Dates	Readings	Topic	Assessments Due			
on succ	(Week.Day)		nedunigo	. opic	7155C55THEIRE DUC			
	13.3	Friday, 4/17	Rousso 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	Rousso Chapter 9	The Look	Branding Form; Project 5 (rough draft): Trend/Materials			
	14.2	Wednesday, 4/22	Rousso 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	Rousso Chapter 10	Creating and Presenting a Forecast	Trend Essay; Project 5 (Rough Draft): Trend/The Look;			
	15.1	Monday, 4/27	Rousso 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			* italics = recommended due date; groups will meet in class but will require group time outside of clas; on these days, the instructor will call on groups to report on progress.			

PDI Course Requirements*	Percent of Grade	Points Available	Enter points earned	Enter points possible	Total
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	
Exams (4 exams @ 50 points each): 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 total25 points for Journal and 25 points for form): Select a		25 (Journal)	0	0	
	favorite brand to study for the semester. Gather information to demonstrate your		, ,		1	[ <b>.</b>
	knowledge of what a brand is, how a brand is marketed and built (history, target				1	
	market, customer profile, line of products, current status of business, brand image).				'	
	Demonstrate the ability to research; understanding of the above. Attach article,				'	1
	documents, reports, images under the Journal section of Blackboard.				'	1
	, , , , , , , , , , , , , , , , , , , ,					
	2b. Branding Form: complete the form provided on Blackboard under Projects.		25 (Form)	0	0	
	3a. Trend (50 points25 for Journal and 25 for Essay): you will select and identify 1		25 (Journal)	0	0	
	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.					
	3b. Trend Essay: By the end of the semester write a 3 paragraph summary of		25 (Essay)	0	0	
	describing the trend, stating where it is in the fashion cycle and what it looks like.		25 (E33uy)			
	describing the trend, stating where it is in the rashion eyere and what it looks like.					
Professional Davelenment (2 @	25 points each): Industry partnerships with retail companies such as Ross, Target,	5%	50 total	0	0	
The state of the s	ofessional development events for UNT merchandising students. These events	3/6	30 total	U		
	ecutive in Residence (EIR) Lecture Series, Highway to Success, Merchandising Expo,					
	Symposium, and other professional development events. Detailed information and					
· · · · · · · · · · · · · · · · · · ·	vill be distributed throughout the semester. It is required to attend the presentation					
	iner Store (Febr.4, 10-Noon, Gateway Center Ballroom). You will swipe your student					
	u attended and write a one page essay which includes the main points of the					
	egarding both the speaker's ability to present and the content of the presentation.					
	few guest speakers in class or in clubs and there are many other opportunities					
available for professional develo	pment, so feel free to look around and suggest them to the instructor. Approval is					
required before attending oppor	rtunities not listed above.					
	Essay: Kip Tindall		25	0	0	
	Essay: Consumer Symposium (TBD)		25	0	0	
Total		100%	1000	0	0	#DIV/0!
Extra Credit	If 80% of the class completes the SETE				5	
Extra Credit	Attending the Merchandising Expo				10	igsquare
Final Total						

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

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