

Product Development 1 Syllabus*

MDSE 2350-001: MWF at 1000-1050am in BLB170 OR MDSE 2350-003 at 2:00-3:20 in WH322.

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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 under "Course Content".

* 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.