

Fall 2017: MDSE 2350 Product Development I

Section/Day/Time/Location:

Lectures: 002/TTh/2:00pm-3:20pm/Terrill Hall 120

Instructor: Mrs. Bruder

Office: 355D Chilton Hall

Phone: 940-565-2709

Email: kristina.bruder@unt.edu

Office Hours: see Mrs. Bruder's Schedule immediately below; otherwise by appointment only.

Communications: All emails must have a subject heading which includes the following: **Course Number and Section (Ex: 2350-002)**.

Mrs. Bruder's Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
900	MDSE 2650-002		MDSE 2650-002		MDSE 2650-002
930	BLB 155 900-950AM		BLB 155 900-950AM		BLB 155 900-950AM
1000	MDSE 2650-001	Office Hours	MDSE 2650-001		MDSE 2650-001
1030	BLB 055 1000-10:50AM		BLB 055 1000-10:50AM		BLB 055 1000-10:50AM
1100					
1130					
Noon	MDSE 3250-001		MDSE 3250-301		MDSE 3250-302
1230	Lecture		Lab		Lab
100	GAB 105		Chilton 387	Office Hour	Chilton 387
130	Noon-1:50PM		Noon-1:50PM		Noon-1:50PM
200	Office Hour	MDSE 2350-002 TH 120; 2:00-3:20PM	Office Hour	MDSE 2350-002 TH 120; 2:00-3:20PM	
230					
300					
330	HFMD 2655 Chilton 345 3:30-4:50PM		HFMD 2655 Chilton 345 3:30-4:50PM		
400					
430					
500					

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 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 (also on Reserve at Willis Library):

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 may be posted on Blackboard under "Course Content".

* Students may vary in their competency levels for these abilities. Expect to acquire this knowledge and these skills 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 agreement, and/or to ensure better learning.

Course Requirements	Points	Due Dates
Study Quiz (13 quizzes, drop 1 lowest grade, 11 @ 15 points each; 15-30 questions): 1 Syllabus Quiz and 12 study quizzes; read the assignment, then take the quiz on Blackboard. They will be available at least 10 days before the due date. The quizzes are not timed; take as many times as you wish; the highest score will be recorded. Questions may change when you take the quiz multiple times. The purpose is to help you learn the vocabulary and information. There will be no opportunity to make them up or to extend availability. Many of the Comprehensive Final Exam questions will come from these quizzes; thus, they are also a review tool (simply click on your score in Blackboard and you will be able to see the questions you answered).	180	Most Tuesdays at 8:00am; see Course Schedule (exception: 10/19)
Daily Exercises (10-25 exercises): random, cannot be made up; assigned as needed in- or out-of-class; may use REEF/iClicker, paper, online discussions or you may be released to go to a computer lab. If you miss the day we do an exercise with points, you miss the points. Your grade will be based on 190 points, but you will have the opportunity for 220 points. For example, if you attend every day, participate and do all the exercises correctly, then you may have 250 points which would be a 30 points bonus.	220 (bucket of 250 possible points)	Random
Online Trend Journal (major assignment) : the purpose is to create a habit of environmental scanning (to demonstrate observation of color, materials and garment trends by gathering colors, materials, garment looks, any current news affecting fashion, any kind of fashion that is new, fresh, or emerging for your Trend Report and Fashion Forecast). See "Trend Journal" in Blackboard for complete details.	100	Final entry may be made as late as 10/13 at 11:59pm.
Trend Selection (20 points) and Report (80 points) (major assignment) : the purpose is to demonstrate your ability to recognize and evaluate current trends. See the assignment details on Blackboard under "Assignments".	100	10/13 and 11/3 at 11:59pm
Final Project Fashion Forecast (major assignment) : the purpose is to apply what you have learned and to demonstrate your ability to predict future trends, and to recommend fashion direction for a specific brand. This is a group project. See the assignment details on Blackboard under "Assignments". The Group Contribution form is required only if you and your group wish to complain about a group member.	200	12/1 at Noon
Presentation of Final Project Fashion Forecast : each member of the group will speak, dress appropriately and present as if speaking to the employees of the company. Groups will be drawn randomly and assigned a day.	50	12/5 and 12/7 (as assigned)
Professional Development (attend 1 CMHT event minimum, complete assignment, submit on Blackboard under "Assignments"; remember to swipe your Student ID at entry and exit from the event): <ul style="list-style-type: none"> • Option 1: MDR Career Expo (Thursday, October 5, 9:30am-Noon in the University Union, Rm314): scan, copy and paste 3 business cards from recruiters who were at the Expo and state 5 things you learned from the Expo (limit of one page). • Option 2: Executive + Scholar Lecture Series (Kendra Scott, October 19, 10:00- Noon, Union 314): submit 3 quotes from each speaker and state 5 things (total) you learned from the lectures (limit of one page). This is expected to be popular; arrive early. • Option 3: If you attend both CMHT events, I will give you a bonus of 20 points. See below. <u>You will need to tell me by email</u> if you have chosen this option so I know to look for your name on the 'swipe list'. • Option 4: If you are unable to attend either of these events, contact me. You may select another campus event with at least one speaker related to your career development (obtain approval from me before attending). Submit 3 quotes from each speaker and state 5 things (total) you learned from the lectures (limit of one page). 	50	Option 1: 10/10 Option 2 & 3: 10/27 Option 4: 11/28 (at 11:59pm)
Exams (2 exams at 50 points each for 100 points total): 50 questions each, multiple choice, in classroom, bring #2 pencil; Scantrons will be provided. <ul style="list-style-type: none"> • Midterm Exam: covers everything in Part One (9/5 through 10/12; see Course Schedule). Review textbooks, Study Quizzes and lecture notes. • Final Exam: includes everything in Part Two (10/19-11/30; see Course Schedule). Review textbooks, Study Quizzes and lecture notes. 	100	10/17 in class 12/13 1:30-3:30pm
Total	1000	
Bonus : If 80% of the class completes the SPOT, 10 points will be awarded to each member of entire class.	(10)	See UNT email in November
Bonus : If you attend both CMHT events and turn in the required assignment for one of the events, I will give you a bonus of 15 points. You must swipe in before the lecture starts and swipe out <u>after</u> the lecture ends. And you must notify me by email to look for your name on the 'swipe list'.	(20)	Option 3: 10/27

Organization of Course:

Step 1: Before you come to lecture, read the assigned pages from the textbooks.

Step 2: Before you come to lecture, take the assigned Study Quiz. It is due before 8:00am the day of class; this is so that I may review your questions from the weekly survey about the readings and address them in class. The Study Quizzes will be available for at least a week before the lecture.

Step 3: Lectures will consist of the following: viewing trend services including their reports and forecasts, additional information and personal experiences, clarifying points and answering questions from surveys, guest lecturers, videos, in-class or online assignments including discussions and REEF Polling/iClicker, and work days.

Step 4: Complete the 3 major assignments by the assigned due dates.

Course Schedule: Product Development 1 Trend Forecasting

Week	Step 1: Read	Step 2: Take the Study Quiz (Due Dates)	Step 3: Lecture	Step 4: Assignments
Part One: Introduction to Trend Forecasting				
1	na	na	8/29 Introduction, Syllabus, Requirements, Schedule, Policies 8/31 continued	na
2	Keiser Ch. 1	9/5 @ 8:00am *Syllabus Quiz *Product Development Quiz	9/5 Overview of PD 9/7 continued	Daily Exercises
3	Keiser Ch. 2; Keiser Ch.15 pp. 544-554	9/12 @ 8:00am *Business Planning & Retail Venues Quiz	9/12 Business Planning 9/14 continued	Daily Exercises
4	Rousso Ch. 1; Keiser Ch. 4 pp. 101-103 and pp. 107-118	9/19 @ 8:00am *Intro to Forecasting Quiz	9/19 Intro to Forecasting 9/21 continued	Daily Exercises
5	Rousso Ch. 2-3; Keiser Ch. 4: 103-106	9/26 @ 8:00am *Fashion Movement Quiz	9/26 Importance of History & Fashion Movement 9/28 continued	Daily Exercises
6	Rousso Ch. 4; Keiser Ch. 3: pp. 59-77	10/3 @ 8:00am *Influences Quiz	10/3 Long-term Forecasting: "Megatrends"; Social & Cultural Influences 10/5 Consumer Markets	Daily Exercises
7	Rousso Ch. 5; Keiser Ch. 3 pp. 78-95	10/10 @ 8:00am *Gathering Information Quiz	10/10 Gathering Information: Market & Sales Research 10/12 continued; Shopping the Market	10/10 Prof. Dev't Option1 10/13 Online Trend Journal; Trend Selection; Daily Exercises
8	Rousso Ch. 10; Keiser Ch.4 pp. 123-126	10/19 @ 8:00am *Presentation Quiz	10/17 Midterm Exam 10/19 Seasonal Trend Forecasts; Assembling & Presenting the Forecast	10/17 Midterm Exam Daily Exercises
Part Two: Creating a Fashion Forecast				
9	Rousso Ch. 6	10/17 @ 8:00am *Theme Quiz	10/24 Developing a Theme 10/26 continued; Group Time	Daily Exercises 10/27 Professional Development Option 2 & 3
10	Rousso Ch. 7; Keiser Ch. 4 pp. 118-120	10/31 @ 8:00am *Color Quiz	10/31 Color Forecasting 11/2 continued; Group Time	11/3 Trend Report; Daily Exercises
11	Rousso Ch. 8; Keiser Ch. 4 pp.120-123	11/7 @ 8:00am *Materials Quiz	11/7 Materials Forecasting 11/9 continued; Group Time	Daily Exercises
12	Rousso Ch. 9; Keiser Ch. 4 p. 123 "Silhouette"	11/14 @ 8:00am *Look Quiz	11/14 Garment Forecasting 11/16 continued; Group Time	Daily Exercises
13	Keiser Ch.15 pp. 554-561	11/21 @ 8:00am *Retail Trends Quiz	11/21 Retail Trends 11/23 no class	Daily Exercises
14	na	na	11/28 Work Day 11/30 Wrap up	11/28 Option 4 Prof. Dev't 12/1 Noon: Final Project
15	na	na	12/5 Presentations 12/7 Presentations 12/8 Reading Day; makeup Midterm exam at 9:00am	
16			12/14 Final Exam 1:30-3:30pm	