

## Lecture TR 200-320PM (All Classes Remote via Zoom)

Zoom Meeting Link for the Semester: <https://unt.zoom.us/j/98250753378>**Instructor:** Mrs. Bruder**Office:** 330E Chilton Hall**Phone:** 940-565-2709**Email:** kristina.bruder@unt.edu**Office Hours:** Tuesdays & Thursdays 11-Noon; Wednesdays 1-3pm; or by appointment.**Virtual Office Hours:** same as above via Zoom--<https://unt.zoom.us/j/91034829159>.**Communications:** All emails must have a subject heading which begins with the following: **MDSE 2350: your subject here**".

You may expect a same day response except on weekends/holidays. Responses to emails without this subject heading may be delayed.

All assignments will be graded within 5-7 days; if there is an issue that requires a longer period of time for grading, you will be notified.

**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. Appropriately use trend forecasting terminology.
2. Describe of the roles and functions involved in the product development and trend forecasting process.
3. Examine the methods for conducting research for new fashion products and marketing initiatives.
4. Interpret cultural and social influences to determine the direction of fashion movement.
5. Synthesize contemporary trends by creating and communicating a trend forecast for a future season.

**Required Texts (also on 2 hour Reserve at Willis Library):**

1. Rousso, C. (2018). Fashion forward: A guide to fashion forecasting, 2<sup>nd</sup> Ed. New York, NY: Fairchild Publications INC. ISBN#978-1-5013-2827-5
2. Garner, M. & Keiser, S. (2017). Beyond Design: The Synergy of Apparel Product Development, 4th Ed. New York, NY: Fairchild Publications, INC. ISBN# 978-1-5013-1541-1 (Chapters 1-4 in MDSE 2350 and this text is also required in MDSE 3250 (all remaining chapters) ; you will not need the text during class meetings; you may purchase electronic if you prefer)
3. Additional readings may be posted on Canvas.

\* 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. Students will be notified of any changes in the Announcements on Canvas.

**CMHT Global College Level Outcomes (Student Learning Objectives)**

Assignment	Critical Thinking (Analytical or Theoretical)	Collaboration	Leadership (Ethical or Professional)	Global Thinking/ Perspectives	Effective Communication
Quizzes	Both			X	
Minor Assignments & In-class work	Analytical	X	Both	X	X
Major Assignments	Analytical	X	Professional	X	X
Exams	Both			X	

Course Requirements MDSE 2350	Points	Percent of Grade
Quizzes	120	12
In-class Work	330	33
Major Assignments (weekly journal, comparison shopping, trend report, professional development, group final project)	500	50
Final Comprehensive Exam	50	5
<b>Total</b>	<b>1000</b>	<b>100</b>

**What's different for Fall 2020?**

The class is 100% remote via Zoom. Use the Lesson Plan published on Canvas to prepare for class.

**Assessments Information**

1. Quizzes: 12 quizzes, 10 points each, 20 questions/quiz, 20 minutes timed, due Mondays at 11:59pm
2. ICW (In-class work): worth 330 points total, includes brief exercises, discussions, slides—many of the tasks that trend forecasters do. In addition, they are intended to help you prepare for the Final Project. Some ICWs will be assigned in class and may be completed outside of class. The due date for these varies; some may be 'next day' or later. The due date will only be published on Canvas in the assignment. It's your responsibility to note the due date. If you miss class that day, it is recommended that you check Canvas in the relevant module to see if anything was assigned. If you miss it; it will not be extended or allowed to be made up (unless there is a University-approved excuse). Most of these must be completed by a certain time so they may be prepared so they may be viewed in class. Bonuses for the most part will be assigned and completed in class; there is no make up for them.
3. Major Assignments: worth 500 points. See schedule for due dates.
  - a. Trend Journal (100 points): Trend forecasters always keep a file (physical folder and digital) of everything that is interesting. This will be a trend journal for the class. The objective is to build a habit of environment scanning
  - b. Futurists (50 points): this is an experience of working a trend backwards by creating a product and predicting how it would become a trend.
  - c. Comp Shopping (50 points): trend forecasters, product developers, designers, and buyers comp shop as often as every week to see what's new, what's selling, what's not selling, pricing, and to compare products from competitors and bestsellers. You will comp shop the trend you select on which you will report.
  - d. Trend Report (100 points): you will select a trend on which to report on and then create the report.
  - e. Group Final Project (200 points): with a small group, you will identify something happening and predict how it will manifest in apparel or home furnishings in terms of color, materials and styling. Your group will present the forecast and critique other groups' forecasts.
  - f. Group Time in class may be limited, so plan on meeting outside of class or by Zoom ([unt.zoom.us](https://unt.zoom.us)).
4. Final Comprehensive Exam: 50 points, multiple choice, true/false and short answer.

**Suggested Study Routine:**

Step 1: Read the Lesson Plan on Canvas before lecture (to prepare and for Zoom meeting links).

Step 2: Read the Readings in your textbooks, view the content provided in the module on Canvas.

Step 3: Post in your Trend Journal. Read WGSN.

Step 4: Attend the lectures as scheduled. Students who attend more than 80% tend to receive As & Bs.

Step 5: Do the ICW if there is one.

Step 6: Take the quiz.

Step 7: Work on next assignment; turn it in.

## See the Course Schedule below!

# MDSE 2350

Week	Readings	Class Meetings; Modules + Topics	Due Dates (@11:59PM unless otherwise noted)
<b>Part One: Introduction to Trend Forecasting</b>			
1	Keiser Ch. 1	<b>8/25</b> Important Stuff & Course Introduction <b>8/27</b> Role of PD	<ul style="list-style-type: none"> <li>Subscribe to WGSN</li> </ul>
2	Keiser Ch. 1	<b>9/1</b> Role of PD <b>9/3</b> Planning for Success	<ul style="list-style-type: none"> <li>9/7 Quiz: Role of PD</li> <li></li> </ul>
3	Keiser Ch. 2 Rousso Ch. 1	<b>9/8</b> Planning for Success <b>9/10</b> Intro to Forecasting	<ul style="list-style-type: none"> <li>9/14 Quiz: Planning for Success</li> </ul>
4	Rousso Ch. 2	<b>9/15</b> Importance of History <b>9/17</b> Importance of History	<ul style="list-style-type: none"> <li>9/21 Quiz: Intro to Forecasting</li> </ul>
5	Rousso Ch. 3	<b>9/22</b> Movement of Fashion <b>9/24</b> con't	<ul style="list-style-type: none"> <li>9/28 Quiz: History &amp; Movement of Fashion</li> </ul>
6	Rousso Ch. 4 Keiser Ch. 3 pp 49-62 & 70-76	<b>9/29</b> Long-term Forecasting: Social & Cultural Influences; Consumer Markets <b>10/1</b> con't	<ul style="list-style-type: none"> <li>10/5 Quiz: Long-term Forecasting</li> <li>10/5 Trend Report: Selection</li> </ul>
7	Rousso Ch. 5; Keiser Ch. 3 pp. 63-69; Keiser 4 Shopping	<b>10/6</b> Gathering Information: Market & Sales Research, Consumer Trends; Shopping the Market <b>10/8</b> con't	<ul style="list-style-type: none"> <li>10/12 Quiz: Gathering Information</li> <li></li> </ul>
8	Rousso Ch. 10	<b>10/13</b> Assembling & Presenting the Forecast; Seasonal Forecasts <b>10/15</b> con't & Groups, Final Project	<ul style="list-style-type: none"> <li>10/19 Quiz: Assembling the Forecast</li> <li>10/19 Futurist</li> </ul>
<b>Part Two: Creating a Fashion Forecast</b>			
9	Rousso Ch. 6	<b>10/20</b> Developing a Theme <b>10/22</b> con't	<ul style="list-style-type: none"> <li>10/26 Quiz: Theme</li> <li>10/26 Comp Shopping as a Tool</li> </ul>
10	Rousso Ch. 7	<b>10/27</b> Color Forecasting <b>10/29</b> con't	<ul style="list-style-type: none"> <li>11/2 Quiz: Color</li> </ul>
11	Rousso Ch. 8	<b>11/3</b> Materials Forecasting <b>11/5</b> con't	<ul style="list-style-type: none"> <li>11/9 Quiz: Materials</li> <li>11/8 Trend Report</li> </ul>
12	Rousso Ch. 9 & Keiser 4	<b>11/10</b> The Look Forecasting <b>11/12</b> con't	<ul style="list-style-type: none"> <li>11/16 Quiz: The Look</li> </ul>
13		<b>11/17</b> The Look + Brand Assignment Revealed <b>11/19</b> Group Work Day	<ul style="list-style-type: none"> <li>11/23 Quiz: Keiser Ch. 4</li> <li>11/23 Trend Journal</li> </ul>
14		<b>11/24</b> Group Work Day <b>11/26</b> <i>Thanksgiving Holiday no class</i>	<ul style="list-style-type: none"> <li>11/24: Final Project Due@9pm</li> <li>Record all Final Project Group Presentations: 11/23, 11/24, 11/25, 11/30</li> </ul>
15		<b>12/1</b> Wrap Up (post Presentations in Panopto) <b>12/3</b> No formal class; View Presentations in Panopto for Critiques	<ul style="list-style-type: none"> <li>12/3 Critiques of Group Final Project Presentations</li> </ul>
16	Finals Week 12/5-12/10	<b>Final Comprehensive Exam: Thursday December 10 @ 1:30pm to 3:30pm</b>	