


I. Logistics:

	FMGT 4331.01 Promotional Strategies/Fashion II FALL 2016 MW 9:00 – 10:15 pm / JB 232	
	Office Hours: : MW 10:30-12:30 pm; T 1:30- 2:30 p.m. or by appointment	Sr. Instructor: Theresa Ann Lopez Office: JB 213 Email: lopezta@uiwtx.edu Phone: 829-3953 CPO: 344

II. Course Overview:

A. **Course Description:**

Introduce individuals to various forms of advertising and methods of public relations to promote a business or event. Instruct individuals on the process of planning and presenting a fashion show event and how to outline the steps necessary for the organization of a successful event. Prerequisites: FMGT 2350 and/or instructor permission. Degree Plan: Fashion Design, Product Development, Merchandising; Undergraduate; May be repeated for credit. Fee. (Spring/Fall).

B. **Course Outcomes:**

1. Understand the importance of developing a special event proposal.
2. Demonstrate effective communication skills with special emphasis on the proper use of promotional strategy terminology.
3. Introduce different types of special events to promote a brand or product.
4. Learn marketing methods and promotional techniques used in the fashion industry and social media environment.
5. Understand the importance of participation in a service-learning project.

C. **Course Assessments:**

1. Development of a press release and online ad for an event. (Outcome 1,2,4)
2. Create an i-move for a special event. (Outcome 2, 3)
3. Participate in a fashion show committee for multiple events. (Outcome 3,4)
4. Develop a budget for a special event. (Outcome 1, 4)
5. Manage and produce several types of special events. (Outcome 3,4)
6. Participate in a service-learning project. (Outcome 5)

D. **Course Requirements:**

1. Attend class regularly and on time.
2. Keep up with class lectures and reading assignments.
3. Successfully complete course projects, assignments.
4. Participate in the special events listed in the Class meeting Schedule.

III. Course Texts/Supplies/Materials

A. Course Texts: Required:

- Everett. (2013). *Guide to Producing a Fashion Show*, Fairchild Books/Bloomsbury Publishing: New York, NY.
- Posner, H. (2015). *Marketing Fashion- Strategy, branding and promotion*. Laurence King Publishing Ltd.: London, United Kingdom.

IV. Class Meeting Schedule

Tentative Schedule - Subject to Change

<i>Dates</i>		<i>Topic In-Class</i>	<i>Readings/Assigns.</i>	<i>Due</i>
Aug Week 1	22	Review Syllabus; Review Fashion events; Assignments		
	24	Cha 2 : The Background; Why a fashion show; Types	Everett pg. 34-59	
Week 2	29	Cha 3: The Plan: Roles, sheets, timeline, expenses, budget; Stylist	Everett pg. 60-101	
	31	<ul style="list-style-type: none"> Roles in a Fashion show; Show 2016 CE Fashion Show video Discuss UIW Fashion Show Committees; Select committee to work on; 		Assignment to a Committee
Sept	5	HOLIDAY		
Week 3	7	<ul style="list-style-type: none"> Cha 1 & 2 The Fashion Market; Marketing Strategy, The four P's Budgets 	Posner pgs. 10-64 Handout	
	12	<ul style="list-style-type: none"> Topic: Responsibility of a dresser; " Impact of a dresser and production assistant on a fashion show" Cover assignments for Ranch Chic show 	Handout	Begin your budget on a special event
	14	<ul style="list-style-type: none"> NO CLASS due to Ranch Chic FS 		
	15 Thur	<ul style="list-style-type: none"> Ranch Chic Fashion Show-American Cancer Society; Dressers & Greeters (all class) 5:00 – 9:00 p.m.; Skyroom 		
Week 5	19	<ul style="list-style-type: none"> Cha 4: The Message (Brand, advertising, PR vs. Publicity; Press Release Cha 6: Fashion Promotion 	Everett pgs. 102-147 Posner pgs. 172-204	DUE: Budget Due
	21	SPEAKERS: MARIAN McGrath , BOARD member of Humane Society; Andrew Coe , Development Asst, SA Humane Society		
OCT	3	Creating a Press Release: Pawperrazi FS		

Week 6	5	Cha 5: Workroom & Runway Cha 6: The Catwalk; models, hair/makeup	Everett pgs. 148-211	DUE: Press Release
Week 7	10 12	Online Advertisements Plan Committees, work assignments, responsibilities for Pawperazzi Show Recruit models for L Lavin Trunk Show and Penalzoza Event Use Form with signatures/confirmation by model/ dates/times		
Week 8	17 19	Cha 7: Framework/Sound checks/supplies Cha 8: Rehearsal <i>Visit SA Humane Society</i>	Everett pgs. 212-281	DUE: Online Ad (CUTTING EDGE 2017)
Week 9	24 26 29 or 30 Tenta	iMovie: Show examples; Brief "How To" of use of iMovie app. Plan Lydia Lavin Trunk Show/Informal Modeling Committee Assignments, responsibilities for event Lydia Lavin Trunk Show/Informal Modeling All Class are dressers		
Week 1	31	NO CLASS due to L Lavin Show 10/29 or 10/30		
NOV	2	Pawperazzi Show: Create line up of "models", Paper Fit, Model cards; All Class are dressers		
	5 (Sat)	"PAWPERAZZI" Fashion show Humane Society; 11:00 – 5:00		
Week 11	7 9	Garments collected for Penalzoza event NO CLASS due to Pawperazzi FS Speaker: How to create an iMovie		Lopez out for ITAA
Week 12	14 16 17 THUR	Penalzoza Event: Organize garments : line up; assign models Model Fittings Pop-Up Fashion Show-Penalzoza Jeweler		
Week 13	21 23	NO CLASS due to Penalzoza Event on 11/17 Work on iMovie (Pawperazzi Show, L Lavin Trunk Show, or Penalzoza Pop-Up Event) HOLIDAY		
Week 14	28 30	Work on iMovie (Class required) Work on iMovie (Class optional)		
Dec	7	8:00 – 10:00 FINAL: Presentation of: i-Movie		

Fashion Events: Ranch Chic-American Cancer Foundation
 Pawperrazi Show-SA Humane Society
 Penaloza Jewelers
 Lydia Lavin, Designer

V. Grading Activities, Criteria and Guidelines

A. Evaluation:	Percentage	Points
Assignments:		
Budget	10	100
Press Release	10	100
On Line Ad	10	100
iMovie	20	200
Dresser Responsibility-Ranch Chic	10	100
Fashion Shows/ Events (4)/ Committee Work	40	400
	100%	1000

B. Grading Scale

Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class projects and assignments and attendance/participation of fashion events.

Grade	Point Range		% Range		Grade Pts
	Low	High	Low	High	
A	930	1000	93%	100%	4.00
A-	900	929	90%	92.99%	3.70
B+	870	899	87%	89.99%	3.30
B	830	869	83%	86.99%	3.00
B-	800	829	80%	82.99%	2.70
C+	770	799	77%	79.99%	2.30
C	700	769	70%	76.99%	2.00
D+	670	699	67%	69.99%	1.70
D	630	669	63%	66.99%	1.00
D-	600	629	60%	62.99%	0.07
F	0	599	0%	59.99%	0.00

1. Late Assignments:

LATE ASSIGNMENTS WILL NOT BE ACCEPTED. All assignments are due at the beginning of class unless otherwise noted in the syllabus. **Only students with an excused absence (doctor's note required) will not be faulted for a late assignment. However, the assignment must be made up by the next class period following the absence, or the late policy will apply.** Those who have skipped class and do not have acceptable documentation of illness or family emergency will not have this grace period. Their assignments will be graded as late regardless of the absence.

NOTE: You are responsible for any changes to the project/assignment specifications made orally in class. Please pay attention when projects are being reviewed, ask ahead of time if you want to get started early and find out if you missed anything when absent.

2. **Performance Level:** To obtain an "A" in this course, the student must maintain accuracy. In addition, every project is to be on time, with no more than 2 absences. Only the highest-level students will receive an "A". Simply being present and turning in assignments does not "entitle" one to an "A". Nor does it "entitle" one to any other passing grade. Only absolute excellence in work and a terrific attitude as well as other factors earns one an "A". Even just to receive a passing grade will require a lot of hard work and diligence to meet the requirements of the course and the assignments. A passing grade does not mean that the project was merely completed, but that it was also deemed acceptable by the instructor and met ALL of the guidelines.

C. Grading Activities:

Assignments: *For all assignments, grade sheets and assignment guidelines will be posted in Blackboard.*
Assignments will be based on one or more of the fashion shows to be produced in this class.

1. **Budget:** Budgets determine the magnitude of the fashion show as well as the venue, models, garments, food and beverages, rental, advertising, and other expenses. Your budget will be based on the special event that you decide to present. Various scenarios will be presented in class with guidelines.
2. **Press release:** The press release should look and sound as professional as possible and follow strict guidelines. This assignment works together with the On-line advertisement for the 2017 Cutting Edge.
3. **On-line Advertisement:** You will create an online advertisement for the 2017 Cutting Edge Fashion Show. As we cover marketing and the promotional mix, you will understand the difference between advertising, public relations and publicity.
4. **iMovie:** You will create an i-movie for your special event: Pawperazzi Fashion Show for Humane Society; Lydia Lavin Trunk Show, or Penalozza Pop-Up Fashion Event. It may be intended to create buzz about the event or it may be created after the event to include actual scenes of the fashion show you select for your special event. The focus of the i-movie is to create interest and provide information on your special event prior to the event or after the event. The iMovie will be presented in class as your Final for the course. A drop box folder will be created for you to upload your movie. You will be graded on this iMovie under "Assignments" and again in the Finals Presentation.
5. **Fashion Events:** Ranch Chic sponsored by American Cancer Society, Pawperrazi sponsored by the SA Humane Society, Lydia Lavin Trunk/Pop-Up Event, Penalozza & Sons Jeweler Pop-up Event. Participation in all 4 events is required. Even though events are not scheduled during normal class time, students are responsible for requesting time off from work in advance.

Fashion Show Committee Responsibilities

1. MODELS

- Recruit models and communicate event details.
- Have models complete "release of information" and confirmation of attendance at event.
- Paper Fit Show.
- Conduct fittings where possible prior to show.
- Photograph each garment on model at fitting.
- Type a working model lineup (Excel spreadsheet with designer order at top columns), model name (on left side by rows), with the number of the garment
- Finalize individual model charts with all garment changes. (Week prior to show)
- Before breaking down show in model order, put an index card with the model's Name & garment number on each of her garments.
- Break down show by model, placing two – three models per rack. (Week prior to show)
- Create a "Master Model Lineup chart" on large poster board and post at stage entrance and exit.

- Must be legible and able to read from 10 feet away. (Week prior to show)
- After show, hang up garments and return to designer.

2. DRESSERS/HOSPITALITY (all class to participate as dressers at Ranch Chic FS)

- Make Dresser list and organize dressers (one per model). Use class participants first, then other fashion majors, if necessary.
- Assign dressers before event and document in writing. Must follow "Run of Show"
- Work as dressers on day of show; returning garments hung neatly to rack.
- Insure jewelry and accessories are returned to designers after show (If applicable).
- May work as host or hostess on day of show if there are enough dressers.

3. STAGE AND TECHNICAL

- Organize all supplies for show and order replacements if necessary. Organize supplies AFTER show.
- Work with faculty to select a runner and 1 cuer for show.
- Select music for show/event.
- Set up dressing area behind stage on day of show and clean up after show.
- Coordinate hair dressers and make-up artists (if applicable) to schedule models in a timely manner to be ready for First Call.

ALL COMMITTEE MEMBERS WILL BE RESPONSIBLE FOR "OTHER DUTIES AS REQUIRED."

VI. Participation, Punctuality and Attendance

A. Attendance Policy: Attendance and participant in this class is mandatory. In addition to maintaining the appropriate average in any class, attendance will affect the final grade in the following way.

As this class meets only twice a week, students are allowed **2 absences** from this course during the semester. **Each** additional absence will result in the loss of 5% from your final course average. (Department Policy).

1. Absences and Tardies:

An Attendance Sheet will be located at the front of the classroom. After the official beginning of class the sheet will be marked and all subsequent signatures will be considered tardy. *It is YOUR responsibility to sign in – not the instructor's.* Students that are in class, but did not sign in are still considered absent.

Three tardies equal one absence. If a student misses more than 15 minutes of class they are considered ABSENT regardless of whether it is at the beginning, during or at the end of class. If you leave within the last 15 minutes, but before you are dismissed, you are tardy.

2. Documentation:

All excused absences must be accompanied by proper documentation within ONE WEEK of the student's return from his or her absence. If documentation is not provided within one week, the absence will count as unexcused and the student will not be allowed to make up missed work.

ALL Absences count regardless of being excused or unexcused. BUT an excused absence will allow you to make up missed work, whereas an unexcused absence does not. An excused absence is defined as a verified illness, family emergency, religious observance, or University sponsored event. A doctor's note is required for

illnesses to be excused. Notice of funeral or some other form of official documentation is needed for family emergencies. ALL UNDOCUMENTED ABSENCES are unexcused.

3. Absence due to officially approved trips:

The University of the Incarnate Word Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed. (p.87). Remember: This still counts as an absence. It just means you are allowed to make up your work within the pre-arranged amount of time.

4. Absences due to religious observance:

A student who is absent from classes for the observance of a religious holy day will be allowed to complete an assignment scheduled for that day within a reasonable time after the absence. Prior notification to the instructor is requested. Remember: This still counts as an absence. It just means you are allowed to make up your work within the pre-arranged amount of time. (By the next class period).

Special Note:

As the fashion industry is one of the most competitive career areas in the U.S., it is essential to develop professional habits and strong work ethics early in order to significantly increase your chances of success. Among these habits are attendance, punctuality, honesty, integrity, completing all work entirely and on time, respect for others and enthusiasm for your work. As such, many of the course policies reflect these and are set to engrain these habits into your way of life as early as possible, making you a much more employable person.

B. Class Participation:

Participation in all classes is expected and required. This class requires additional participation outside of class for projects and it is critical that students attend these events as REQUIRED ATTENDANCE FOR CLASS. **Since these are fashion events and cannot be rescheduled, there are no "make-ups" for these events.**

VII. Fashion Management Code of Conduct

In the spirit of the Sisters of Charity of the Incarnate Word and the mission of this University, the Fashion Department has accepted as its charter for the 2015-2016 academic year, the pursuit of the value of respect; personal, departmental and universal.

We intend to implement this value by

- Treating each other with courtesy
- Attempting to recognize the divine in each one of us
- Recognizing the dignity of each individual

The Incarnate Word of God teaches us to treat ourselves, our peers, our superiors, and our community with thoughtful consideration. Thoughtfulness in our words and actions can do much to create a positive and successful learning environment.

NB: The following rules are in addition to the University of the Incarnate Word Student Code of Conduct published in the student handbook, available in the Student Activities Office.

CLASSROOM AND LAB USE:

Students are to respect the rights of others by treating faculty and classmates with respect. They are to respect the property of others and to use departmental supplies and equipment carefully. In addition, please:

- **READ AND KEEP YOUR SYLLABUS**
- No food or drink in the sewing or computer labs
- No portable music devices during class without the expressed consent of the teacher
- No sleeping in class
- Students should refrain from any unnecessary disruptive talking during class (faculty encourage an open environment in which everyone has the right to express their own opinions and ideas). However, everyone should be able to do so without having to talk over any of their peers in order to be heard
- Turn off cell phones, pagers, PDA phones in classrooms
- No portable video game systems during class
- No laptops unless they are part of the on-going lesson
- No working on unrelated topics in class
- No walking in front of the teacher while they are teaching
- Only students enrolled in the class may be in the classroom during class
- No late work
- Departmental supplies are for in-class work

ACADEMIC HONESTY STATEMENT

The highest standards of academic honesty are expected in the course. Forms of academic dishonesty include, but are not limited to cheating, plagiarism, counterfeit work, falsification of academic records, unauthorized reuse of work, theft, collusion. See the student handbook for definitions and procedures for investigations of claims of academic dishonesty.

Forms of Academic Dishonesty (including but not limited to):

- Cheating on tests, examinations or other class or laboratory work
- Involvement in plagiarism (appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit)
- Counterfeit work, including turning in as one's own, work which was created, researched or produced by someone else
- Falsification of Academic Records- knowingly and improperly changing grades on transcripts, grade sheets, electronic data sheets, class reports, projects, or other academically related documents
- Unauthorized reuse of work- turning in of the same work to more than one class without the consent of the instructors involved
- Theft- unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of the course, or theft of completed tests
- Collusion- involvement in collusion (unauthorized collaboration with another person in preparing course work)
- Facilitating Academic Dishonesty – intentionally or knowingly helping or attempting to help another to violate a provision of the code of academic integrity
- Garments (Assignments/Projects) must be entirely completed to be graded
- Grading will be based on quality according to the rubrics (specifications) for each construction course
- The student will have to have a C or better to proceed to the next level in the fashion degree plan
- No late work or extra credit will be accepted
- IPs will only be issued in extreme circumstances

NB: The student must earn a C or better to proceed to the next level in the Fashion Degree Plan.

VIII. Disability Statement

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E, Title III of the Americans with Disabilities Act (ADA), and Title III of the ADA Amendments Act of 2008 (ADAAA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. To qualify for services, the student must provide Student Disability Services with the appropriate documentation of his or her disability at the time services and/or accommodations are requested.

Pregnancy Accommodations:

Under the Department of Education's (DOE) regulations implementing Title IX of the Education Amendments of 1972, the University does not discriminate against any student on the basis of pregnancy or pregnancy related conditions.

To request reasonable accommodations for disability, temporary disability (e.g., injury, surgery) or pregnancy, please contact:

Student Disability Services
4301 Broadway CPO 286
Administration Building – Suite 105
San Antonio, TX 78209
(210) 829-3997
(210) 829-6078
www.uiv.edu/sds

IX. Title IX Information

Unlawful discrimination has no place at the University of the Incarnate Word. It violates the University's core values, including its commitment to equal opportunity and inclusion, and will not be tolerated. The University of the Incarnate Word prohibits sexual misconduct, that can include: (1) sex and gender based discrimination; (2) sexual and sex and gender based harassment (including a hostile environment based on sex or gender); (3) sexual assault; (4) sexual exploitation; (5) stalking; and (6) relationship violence (including dating and domestic violence). For more information, or to report an incident, please visit www.uiv.edu/titleix.

Student Agreement
FMGT 4331: Promotional Strategies in Fashion II

I _____ have read the FMGT 4331–Fall 2016 Course Outline. I understand and agree to all the policies therein pertaining to student conduct, attendance, assignments, late assignments, and the performance level that is expected of me in this course.

Student Signature

Date

Phone number/cell phone

Email – Print clearly