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|  | <b>FMGT 4392</b><br><b>Fashion Study Tour - London</b><br><b>Mondays 4:30-5:45pm / JB 232</b> |   |
|   | <b>Office Hours:</b><br>MW: 10:30am-noon;<br>1-3pm<br>or by appointment                       | <b>Instructor:</b> Lalon Alexander, PhD<br><b>Office:</b> JB 215<br><b>Email:</b> mlalexan@uiwtx.edu<br><b>Facebook:</b> Uiw Lalon Alexander<br><b>Phone:</b> 805-1207<br><b>CPO:</b> 499 |

**I. Course Description:**

An on-site study of the regional fashion marketing center for Fashion Management students. Course examines the design, production, distribution, and retailing of fashion goods from high fashion to mass markets. Course includes a seven day field study in London. Prerequisite: 2.25 G.P.A., 12 hours of Fashion Management courses, includes FMGT1305 or FMER2381

**II. Course Objectives:** Following participation in all classes, the student will be able to demonstrate the ability to:

- To gain an awareness and appreciation of the vastness of the European fashion market.
- To contrast an international, national and regional markets.
- To examine the role and responsibilities of the designer.
- To observe processes in the development and production of fashion goods.
- To examine marketing techniques used in Europe and compare and contrast to domestic techniques.
- To identify trends in design and fashion production, wholesaling, and retail marketing.
- To explore career alternatives in the fields of design and fashion, including the qualifications, responsibilities, rewards, and trends.
- To gain a better understanding of European Culture and art and its influence on fashion.

**List of Topics**

- English fashion and retailers
- Language differences
- Culture
- Travel to and within the country
- Packing
- Museums

- Money, phones, electricity, etc.

### **Course Requirements/Learning Outcomes**

#### **To Learn and Demonstrate**

- An understanding of travel and packing
- A basic understanding of English culture
- An ability to interact respectfully with the English
- A basic understanding of major English designers, retailers, museums, and cultural sites

### **III. Course Texts/Supplies/Materials**

#### **A. Required Text:**

- Any good tourist guide

#### **B. Supplies:**

- Travel supplies
- A decent digital camera (phones are okay)

### **IV. Course Policies:**

#### **Participation, Punctuality and Attendance**

##### **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.

##### **Attendance Policy for Studio Classes:**

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 WAYS:**

As this class meets only once a week, students are allowed 1 absence from this course during the semester. **Each** additional absence will result in the loss of 5% from your final course average. (Department Policy).

##### **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.

ALL absences count regardless of being excused or unexcused. However, 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 an illness to be excused. Notice of funeral or some other form of official documentation is needed for family emergencies. ALL UNDOCUMENTED ABSENCES are unexcused.

**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.

**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.66). 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.

**Religious Observances:**

A student who is absent for the observance of a religious holy day will be allowed to complete the assignment scheduled for that day within one week of the absence. Prior notification to the instructor is requested. Remember: This still counts as an absence, however, students are allowed to make up work within the pre-arranged amount of time.

**\*\*\*PERFECT ATTENDANCE\*\*\*\*\***

Anyone who completes the semester without ANY absences OR tardies of any sort will receive 1 extra point to their overall average.

**Class Participation:** Participation in all classes is expected and required. All work is expected to be turned in on time.

**Late Assignments:**

**LATE ASSIGNMENTS WILL NOT BE ACCEPTED.** Absolutely **NO** late assignments or projects will be accepted except from those who have an excused absence (excluding University-approved absences). Those with University-approved absences must turn in their projects BEFORE the absence unless other arrangements are made prior to the absence. Any other work that is not turned in on time or early will not be accepted and therefore will be recorded as a zero (0) in the gradebook. Those with an EXCUSED absence (must have proper documentation – see absence policy) must submit their work by the beginning of the next class period. **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.**

**Assignments/Projects/Homework:**

**Communications/Information:** All information for homework, assignments or projects can be found on Blackboard or the class website: [www.lalonaalexander.com](http://www.lalonaalexander.com) If you have lost your information, or a hard copy was not given in class, you can print one out from either site. If one site is down, the other site can still be accessed.

Announcements will be made in class, through Blackboard and Facebook. It is the student's responsibility to check their UIW email (including junk mail folder) for announcements and direct communications from the instructor. Students should also friend the instructor and join the Facebook class group, UIW Fashion Tour, to keep up with announcements, date changes, and the homework itself.

It is the student's responsibility to read the directions fully to complete each project or assignment. If you do not understand the directions in anyway, **ASK THE INSTRUCTOR**. "I didn't know that's what you meant," is not an excuse.

All assignments and projects are due at the beginning of class on the dates given. No assignments or projects will be accepted after the beginning of class on the assigned date.

All projects and assignments must be original. They cannot be re-used from another class.

**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.

**Performance Level:** To obtain an "A" in this course, the student must maintain accuracy as well as a high level of creativity in all of their projects. In addition, every project is to be on time, and have no more than 2 excused 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.

**NOTE:** Any student is welcome and encouraged at any time during the semester to inquire about assignment questions, his/her attendance, his/her grades, questions about lectures, or any other concerns. It is not acceptable to email the instructor (for the

first time that semester) after the final asking if there is anything he/she can do to raise his/her grade.

**Disability Accommodations:**

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 and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities.

For more information, contact the Student Disability Services Office:

**Location** Administration Building – Room 105

**Phone** (210) 829-3997

**Fax** (210) 829-6078

[www.uiw.edu/sds](http://www.uiw.edu/sds)

**UNIVERSITY OF THE INCARNATE WORD  
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 charger for the 2006-2007 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.**

**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

#### I. Department Information.

##### **GRADING OF GARMENTS (and Assignments/Projects)**

- 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 will have to earn a C or better to proceed to the next level in the fashion degree plan.

##### **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
  - Departmental supplies are for in-class work

My additional policy:

- No leaving the classroom during lecture except in the case of emergency. It is just considered impolite to walk out while someone is lecturing or presenting, plus you are likely to miss vital information.

### **Teaching Strategies**

Please read the assignments before coming to class. The reading assignments, lecture discussions and projects are intended to complement each other. This course, as with most fashion courses, is extremely rigorous, and if you are current with your reading you will get more out of your class time. Ask questions. Chances are if you are confused, so are others. At times you all will be confused, so maintain your sense of humor.

The syllabus presents the anticipated schedule, however the time schedule is not written in stone. Although I expect to keep to the dates in general, I like to allow some flexibility. The raising of questions during class time is welcomed and encouraged. If I don't have the answer to your question I will try to obtain it within a reasonable period of time. I hope that each of you will share your experiences and knowledge with the class. If any instructions or assignments are not clear, please ask me about them so that I can clarify any potential problems for all students in the course.

### **Projects and Assignments:**

#### **Assignments:**

You will have multiple assignments spread throughout the semester. These are designed to test your understanding of the class lessons and further prepare you for the trip. *These cannot be the same assignments that you turn in for other classes*

#### **Projects:**

*Each project will be presented to the class as part of the grade. Specifications will be issued in on-line.*

**Journal:**

You will complete a journal of your experience in Paris. Further specifications will be posted on-line.

**Trip Attendance/Punctuality/Dress/Behavior:**

You will be evaluated on your attendance, punctuality, appropriateness of dress and overall behavior throughout the duration of the trip. This is part of your grade. More details will be issued on-line.

**II. Grading Activities, Criteria, and Guidelines****A. Grading Criteria:**

|                                     |     |
|-------------------------------------|-----|
| • Homework/assignments              | 25% |
| • Projects                          | 25% |
| • Journal                           | 25% |
| • Trip attendance/punctuality/dress | 25% |
| <hr/> Total % = 100%                |     |

**B. Student Evaluation:**

Students will be evaluated on their ability to meet the course objectives based on their fulfillment of the class projects and assignments. This includes:

1. Ability to follow directions
2. Ability to demonstrate comprehension of subject matter
3. Clarity (ease of understanding for reader)
4. Neatness
5. Creativity
6. Overall Appearance/Layout/Design

**Grades are as follows:**

|               |      |
|---------------|------|
| 93% or higher | - A  |
| 90% - 92%     | - A- |
| 87% - 89%     | - B+ |
| 83% - 86%     | - B  |
| 80% - 82%     | - B- |
| 77% - 79%     | - C+ |
| 70% - 76%     | - C  |
| 67% - 69%     | - D+ |
| 63% - 66%     | - D  |
| 60% - 62%     | - D- |
| 59% & below   | - F  |

### III. Class Meeting Schedule

*\*Note: Days with a ➡ symbol indicate when assignments are due.*

#### **Tentative Schedule:**

| Month    | Day       | Topic                               | Assignments Due        |
|----------|-----------|-------------------------------------|------------------------|
| January  | <b>11</b> | <b>Deposit Due</b>                  |                        |
|          | 11        | Syllabus and Forms                  |                        |
|          | <b>18</b> | <b>MLK Holiday – No class</b>       |                        |
|          | 25        | English Culture                     | Post photos, Forms Due |
| February | 1         | Language/ Museums                   |                        |
|          | 8         | Cultural Sites                      | Reports                |
|          | 15        | Cultural Sites                      | Reports                |
|          | 22        | English Fashion and Stores          |                        |
|          | 29        | Designer                            | Reports                |
|          | <b>29</b> | <b>Last Deposit Due</b>             |                        |
| March    | 7         | Designer/Department Stores          | Reports                |
|          | <b>14</b> | <b>Spring Break – no class</b>      |                        |
|          | 21        | Specialty                           | Reports                |
|          | <b>28</b> | <b>Good Monday – no class</b>       |                        |
| April    | 4         | Food/Money/Phones/Electricity       | Worksheet              |
|          | 11        | Packing/Dress                       | Post photos            |
|          | 18        | Travelling within cities            | Assignment             |
|          | 25        | Travelling to/from London/Customs   | Discussion             |
| May      | 9         | Leave for London                    |                        |
|          | 17        | Return from London                  |                        |
|          | 19        | Post all final projects on Facebook | Final projects         |

**FMGT 4392: Fashion Study Tour London**  
Student Agreement

I \_\_\_\_\_ have read the FMGT 4392 Fashion Study Tour 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

\_\_\_\_\_  
Student Name - PRINTED

\_\_\_\_\_  
Phone number/cell phone

\_\_\_\_\_  
Email – Print clearly

\_\_\_\_\_  
Major

\_\_\_\_\_  
Classification -      Fr      So      Jr      Sr