

FASHION MANAGEMENT (FASM)

FASM 3XX: FMM Specialization Course

Credits: 3

College: School of Business

Schedule Type: Lecture

FASM 101: Global Fashion Insight

Survey of the apparel industry presents a comprehensive overview of one of the most dynamic industries in the world including marketing strategies, product-line development, pre-production and production processes, quality assurance, international sourcing, supply chain management and distribution strategies. This course investigates the application of technology in all areas of the operations of an apparel enterprise. Survey establishes the basis for further study of the apparel industry. The term project, which simulates the formation and operation of an apparel enterprise, provides a theoretical as well as a practical learning experience.

Credits: 3

College: School of Business

Schedule Type: By Appointment - 1 student, Lab, Lecture, Lecture/Lab

FASM 201: Prototyping

Students will develop a basic understanding of the apparel production prototyping process from brand categories to finished product. Students will identify and use appropriate equipment to construct one apparel and one non-apparel item as well as generating the accompanying technical paperwork. Any student who has received credit for FASD 211 or FASD 213 may not take this course.

Credits: 3

College: School of Business

Schedule Type: Lecture, Lecture/Studio Combination, Studio

FASM 211: Fashion Immersion

Students will experience the fashion value chain by participating in a range of activities based in a major fashion city. Through a series of industry visits and activities they will be immersed in processes related to concept/design, product development, production, merchandising and customer relationship management. Students will integrate the knowledge they have gained and apply it to the development of a product. This course is for sophomores. Students with at least 30 completed credit hours and a 2.75 GPA or higher may apply to participate; seats are limited.

Credits: 6

College: School of Business

Schedule Type: Lecture

FASM 211N: Fashion Immersion

Students will experience the fashion value chain by participating in a range of activities based in a major fashion city. Through a series of industry visits and activities they will be immersed in processes related to concept/design, product development, production, merchandising and customer relationship management. Students will integrate the knowledge they have gained and apply it to the development of a product. This course is for sophomores. Students with at least 30 completed credit hours and a 2.75 GPA or higher may apply to participate; seats are limited.

Credits: 3

College: School of Business

Schedule Type: Lecture

FASM 304: Visual Merchandising

Visual merchandising facilitates the communication of the retail brand to the consumer. In this course, students will learn the basic concepts, techniques and applications of visual merchandising for various retail venues.

Credits: 3

College: School of Business

Schedule Type: Lecture

FASM 305: Apparel Production

Credits: 4

College: School of Business

Prerequisites: FASM 101 and (FASM 201 or FASD 211) [Min Grade: D]

Schedule Type: Lab, Lecture

FASM 305N: Production

Credits: 3

College: School of Business

Prerequisites: FASM 101 and (FASM 201 or FASD 211) [Min Grade: D]

Schedule Type: Lab, Lecture

FASM 306: Digital Merchandising Models

This course allows students to examine merchandising strategies in the digital platform. Students will learn the complexity of e-commerce systems by understanding the building blocks necessary for merchandising brands. In depth studies include branding and storytelling to maintain a loyal customer base, online visual merchandising elements, data analytics, ethical issues in the online retail space, social media influence on customer behavior and purchase patterns, costing, and assessing supply chain management strategies. Students will survey how different retailers incorporate innovation in the digital environment. Learning includes written and executive presentations to explore best practices in digital merchandising models.

Credits: 3

College: School of Design & Engineering

Prerequisites: FASM 101 and MKTG 102 [Min Grade: D]

Schedule Type: Hybrid, Lecture, On-Line

FASM 308: Global Product Management

Global Product Management is a combination of classroom lectures and experiential instruction in a global environment. Student's tour design houses, mills, dye houses, production facilities, and examine international retailers. Students learn how to assess manufacturers for compliance and engage in cultural activities. Another major component of the course is to observe the economic state of the apparel industry in the specified country and study sustainable methods for manufacturing apparel, home textiles and other products.

Credits: 3

College: School of Business

Prerequisites: TEXT 101 [Min Grade: D]

Schedule Type: Lecture

FASM 319: Fashion Journalism

Formerly JSINT-311: This course introduces students to the field of fashion journalism and supports the development of creative writing styles. Students will examine reporting, criticism and commentary about fashion published in newspapers and magazines; displayed on websites and blogs; and aired on radio and television. This course also analyzes the types of publications, writers, the audience that is targeted, the subjects covered and the purpose and function of coverage.

Credits: 3

College: School of Business

Prerequisites: WRIT 201 or WRIT 202 or WRIT 211 or WRIT 215 or WRIT 217 [Min Grade: D]

Schedule Type: Lab, Lecture, Lecture/Lab

FASM 360: The Business of Licensing

Licensing, building brand extensions, and adding services to the merchandise mix are strategies to enhance the brand's position at leading fashion companies. Licensing is a growing business format that has growing applications in many diverse markets. Fashion brands are identifying ways to maintain their intellectual property through copyrights, trademarks, and patents to support the brand's culture. This course will examine the laws and regulations for fashion licensing, assess the components of a license agreement, and present strategies for extending the product or service offerings in retailing.

Credits: 3**College:** School of Business**Schedule Type:** By Appointment - 1 student, Lecture**FASM 401: Apparel/Textile Quality Assur**

This course will develop an understanding of the intricate interdependence of fiber content, yarn properties, fabric structure and applied finish required to produce saleable products offering to the purchaser 'fair' value per dollar expenditure. Apparel Quality Assurance integrates the knowledge gained in textile, apparel, business and humanities courses to develop managerial talent in any 'cut and sew' aspect of the fashion industry. Fall only.

Credits: 3**College:** School of Business**Prerequisites:** (FASM 305 or FASM 305N) and STAT 201 and TEXT 301 [Min Grade: D]**Schedule Type:** Lecture**FASM 408: Apparel/Textile Sourcing**

Execution and delivery of a product in today's apparel supply chain occurs within a global environment. Understanding the complexities in establishing and maintaining sourcing strategies is a critical element in a student's portfolio of course work.

Credits: 3**College:** School of Business**Prerequisites:** FASM 101 or FASD 316 [Min Grade: D]**Schedule Type:** Lecture**FASM 437: Integrated Technology**

The course will analyze the various manufacturing technologies and their implications on management philosophy, employee relations and profitability through lectures and literature searches. The student will be a member of a team that will analyze and present to top management a feasible plan for integrating manufacturing technology.

Credits: 3**College:** School of Business**Schedule Type:** Lecture, On-Line**FASM 437OL: Integrated Fashion Technology****Credits:** 3**College:** School of Business**Schedule Type:** On-Line**FASM 451: Operations & Supply Chain Mgmt**

This course provides a comprehensive survey of production and service operations management with an emphasis on the fashion/retail industry supply chain. It focuses on mathematical methods and the Case study approach to formulate, analyze and solve various supply chain problems. Areas of study include Decision Analysis, Forecasting techniques, Inventory and Scheduling models, Statistical Quality Control, Aggregate Planning, Material Requirements Planning, Linear Programming, Transportation and Transshipment problems. MS Excel will be used extensively in this course.

Credits: 3**College:** School of Business**Prerequisites:** (MGMT 104 or MGMT 301) and (STAT 201 or ABA 201) [Min Grade: D]**Schedule Type:** Lecture, On-Line**FASM 470: Global Fashion Value Chain**

This course is designed to demonstrate agile techniques for students to examine the interrelationship between sourcing, production, and quality assurance. The course will focus on selecting the appropriate partners and suppliers for producing products in various production environments. Students will also identify the proper protocol for instituting quality assurance and quality control processes such as standards for testing throughout the supply chain process. Further topics for improving customer satisfaction through quality assurance, sustainability and social compliance will be investigated.

Credits: 3**College:** School of Business**Schedule Type:** By Appointment - 1 student, Lecture**FASM 499: Apparel Merchandising Mgmt**

Management of the merchandising function in an apparel company, including the development of a product line, design coordination, costing, sample making, specifications, resource selection, forecasting sales and planning inventory levels, promotion and coordination with sales and production are included.

Credits: 3**College:** School of Business**Schedule Type:** By Appointment - 1 student, Lecture