I. Catalog Description and Credit Hours of Course:

The impact of social, economic, demographic, and cultural influences on merchandising and retailing of apparel related products in global markets. (3 credit hours)

II. Prerequisite(s):

Senior standing or permission from an instructor

III. Purposes or Objectives of the Course:

A. Analyze the size, scope, and components of the global apparel and related product business.
B. Comprehend the function of global sourcing in textiles and apparel.
C. Investigate the globalization of textiles and apparel industry.
D. Identify current trends and issues in merchandising and retailing in global markets.

IV. Student Learning Outcomes:

A. Outline a plan for global education of the consumer about the fashion industry.
B. Interpret current cultural trends in the fashion industry.
C. Identify and analyze the impact of the countries involved in the global fashion industry

V. Expectations of Students:

A. Satisfactorily complete all class assignments.
B. Contribute to class discussion.
C. Pass written examinations.
D. Participate in all assigned projects.

VI. Course Content or Outline:

A. Embarking on a global adventure
   1. Introduction to globalization
   2. Consumers, consumption, and well-being
   3. Textile and apparel supply matrix
   4. Developing sustainable supply chains

B. The global supply chain

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1. Global sourcing  
2. Trade barriers and regulation  
3. Illegal and unethical trade activity

C. Trading partners  
   1. Europe and the European Union  
   2. The Americas and the Caribbean Basin  
   3. Asia and Oceania  
   4. The Middle East and Africa

VII. Textbook(s) and/or Other Required Materials or Equipment:


Current materials in fashion and business will be used.

VIII. Basis for Student Evaluation:

   A. Class Participation 5%  
   B. Global trend summary 20%  
   C. Two country reports 25%  
   D. Three Exams 50%

XIII. Academic Policy Statement:

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:

http://www6.semo.edu/judaffairs/code.html

XIV. Student with Disabilities Statement:

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to

http://www.semo.edu/ds

XV. Academic Integrity Statement

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Shelba Branscum.