Southeast Missouri State University
Course Syllabus

Department: Human Environmental Studies  Course #: CT 520
Title of Course: Survey of National Markets-New York  Revision: __________

New: Spring 2012

I. Catalog Description and Credit Hours of Course:
Supervised visits to all components of the fashion business and its auxiliary fields located in the industry center, New York City. (3)

II. Prerequisite(s):
Completion of CT 110, Introduction to Fashion Marketing, sophomore standing, or permission of instructor.

III. Purposes or Objectives of the Course:
A. Travel to a fashion market center and observe the many industries that are part of the fashion business. Fashion is a leading business in the global marketplace, and travel is an integral part of the business of fashion.

B. Develop opportunities for the student’s to network successfully with professionals in the field of fashion.

C. Develop an understanding of the many parts of the fashion business through visits to multiple venues that illustrate inspiration, design, and production.

D. Demonstrate the terminology learned in previous Fashion Merchandising coursework during dialogues with industry hosts.

IV. Student Learning Objectives:
A. Develop a networking file using the information obtained from the visits to showrooms, museums, corporate offices, the financial district, media events, and retailers.

B. Identify, for each business visited, the production and/or distribution chain to which it belongs and where each business fits into the appropriate chain.

C. Critically evaluate the fashion industry during post-visit session.

V. Expectations of Students:
A. Students are expected to know and abide by all university rules and regulations concerning student responsibility, and behavior.

B. Students will complete a travel release form prior to the trip.

C. Students are expected to actively participate in class discussions and industry visits.

D. Students are required to attend all sessions, both prior to, during and after the trip.

E. Students must complete a daily journal of the experience and write a paper using information gathered from the total experience on the New York fashion business, its future and their place in it.
V. Course Outline: 45 hrs.
   A. Discuss background information on New York, the planned visits, and expectations of students during the class sessions prior to the trip. 3 hrs.
   
   B. Travel to New York City and participate in all scheduled events. (Five days - eight hours per day) 40 hrs.
   
   C. Debrief and discuss the trip, present papers to the class. 2 hrs
   Total 45 hrs.

VI. Textbook(s) and/or Other Required Materials:
   Pamphlets and handouts provided by instructor.

VII. Basis for Undergraduate Student Evaluation:
   Class sessions prior to the trip 10%
   Trip participation 70%
   Debrief and journal 20%

VIII. Basis for Graduate Student Evaluation:
   Class sessions prior to the trip 10%
   Aesthetic tour 20%
   Trip participation 50%
   Debrief and journal 20%