

FASH 101

Intro to the Fashion Industry

Model contributed by Melissa Gamble

This course offers students a broad overview of the interrelated fields of product development and merchandising within the fashion industry. This includes an introduction to global markets, fashion production, distribution, and marketing, and apparel business practices.

Class schedule and format

This course is a survey course for freshman and non-majors. There are 36 students enrolled. The classroom size and social distancing require that students meet f2f in groups of 6 only.

Course-specific organization, examples and dates

- Week 1 full class meeting online synchronously
 - Students will be set up in 6 groups via Canvas and schedule will be discussed along with other introductory activity. Groups to serve as the f2f meeting cohort as well as an online study group to build in additional support.
- Weeks 2, 3, 4 students will rotate in their groups through 80-minute sessions f2f while remainder of class joins synchronously online.
 - F2f activities will be focused on developing time management, introducing research skills, and locating resources through peer-to-peer discussion and feedback relating to weekly assignments.
- Week 5 full class meeting online synchronously
- Weeks 6, 7, 8 students rotate in their groups through 80-minute sessions f2f while remainder of class joins synchronously.
 - F2f primary focus will be on peer-to-peer discussion sessions relating to final retail and market analysis project.
- Weeks 9, 10, 11 full class meeting online synchronously
- Week 12, 13, 14 students will rotate through 80-minute sessions f2f while remainder of class joins synchronously online. Students will present rough drafts of their final project for peer review and critique.
- Week 15 full class meeting online synchronously.