MASTER SYLLABUS

COURSE NO., HOURS, AND TITLE:  
FDM 481-3
Contemporary Issues in Fashion

COURSE DESCRIPTION:
A forum geared toward seniors and graduate students in fashion design and merchandising that focuses on current issues in the softgoods industry. Prerequisite: Major in Fashion Design and Merchandising or consent of department chair.

PREREQUISITE TO:  
None

COURSE OBJECTIVES:
Upon completion of this course, the student will:

1. Understand multi-channeling of fashion products with focus on e-commerce.

2. Use a basic business vocabulary developed for direct marketing.

3. Use a basic business vocabulary unique to e-commerce.

4. Understand the differences in merchandising techniques among direct marketing, e-commerce and traditional retail outlets.

5. TOPICAL OUTLINE:

<table>
<thead>
<tr>
<th>Topics</th>
<th>Percentages of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Concepts of Electronic Marketing</td>
<td>20%</td>
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<tr>
<td>II. Integrating Marketing Resources for “Bricks, Flips and Clicks”</td>
<td>20%</td>
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<tr>
<td>III. Implementing E-Commerce Strategy</td>
<td>15%</td>
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<tr>
<td>IV. Virtual Store Management</td>
<td>25%</td>
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<tr>
<td>V. Corporate Buying Office Responsibilities for Product Selection</td>
<td>20%</td>
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</tbody>
</table>

TEXTBOOKS:

Required: