



Welcome to Fashion Marketing & Merchandising *Online*!

My name is Cheryl O'Meara Brown and I am very glad to have you in my class. (Please read the "Welcome" Announcement on the course home page for some info about me.)

Read this syllabus very carefully, as it is a substitute for the first class meeting -- it contains all of the important information that you need to know for this class.

You also need to review the course schedule and make note of the important deadlines for Module due dates. I recommend printing the course schedule out for easy reference throughout the semester as a backup to the CourseDen calendar and/or any other electronic calendars you use.

LEARNING MANAGEMENT SYSTEM: COURSE DEN

- UWG uses CourseDen (a.k.a. Brightspace Daylight Experience) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide:
<http://uwgonline.westga.edu/online-student-guide.php>.
- UWG|Online provides a wealth of tutorials. To access them from the main CourseDen home page, go to the “Help and Tutorials” menu at the top of the page.
- **Our UWG Online team is a FANTASTIC resource. **If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their helpdesk info is below (under “Technical Issues”), and their website is <https://uwgonline.westga.edu/>. (This site includes accessibility information for disabled students.)****

SCHEDULED COURSE DEN MAINTENANCE

Please **PAY ATTENTION** to the scheduled maintenance days/times that are performed on a regular basis. **(For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.)** **You need to avoid taking quizzes, turning in assignments, etc. anywhere near the scheduled maintenance times or else your work could be lost!** You will NOT be allowed to retake, re-submit, or email assignments to me due to scheduled maintenance.

****The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the TOP of the main CourseDen home page.****

You should also note that CourseDen can be accessed directly (via <https://westga.view.usg.edu>) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)

TECHNICAL ISSUES

Problems with Computers or Internet on Campus:

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is:

<http://www.westga.edu/its/>.

Problems with CourseDen:

UWG Online Help Desk

Monday - Thursday 8:00 AM - 8:00 PM

Friday 8:00 AM - 5:00 PM

678-839-6248

online@westga.edu

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwgonline.westga.edu/chat-with-us.php>

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until until 11:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a quiz thinking that it will be your dropped grade; etc.)

**Technical problems (along with serious personal issues) are why the lowest quiz grade and lowest assignment/discussion grade are dropped.* More on this later.*

MINIMAL TECHNICAL SKILLS REQUIRED FOR THIS COURSE

Ability to navigate CourseDen and use word processing software such as MS Word.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please visit <https://www.westga.edu/student-services/counseling/accessibility-services.php>.

Please also read the important information at the following link:

<https://www.westga.edu/UWGSyllabusPolicies/>

Accessibility statements, privacy statements, and technical requirements:

<https://uwgonline.westga.edu/technology-requirements.php>

INTRO TO THE CLASS

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be “easier.” You will not find that to be true for this class.

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). ***In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.***

Additionally, in a traditional class, you are expected to spend 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. I look forward to a great semester!

TEXTBOOK, BASIC COURSE INFORMATION

Course: Fashion Marketing & Merchandising Online, MKTG 4885

Instructor: Cheryl O'Meara Brown, MBA

Required Text Material: We will be using the FREE e-book at this link:

<http://www.edpcollege.info/ebooks-pdf/2940411344Fashion.pdf>

Other external resources may be required; the instructor will provide links to these when needed.

Pre-requisites: Enrollment in this course requires compliance with the College of Business Policy for Major Status and completion of MKTG 3803.

Course Description: This course will involve a comprehensive study of fashion movement along with essential marketing and economic principles that impact all businesses. You will examine the use of technology throughout the industry pipeline, especially analytics, marketing technologies, online marketing strategies, and marketing through social media platforms, omnichannel retailing that are critical to fashion industry success.

Learning Goals: Upon successfully completing the course, the student should be able to:

1. Outline the development of fashion and the fashion industry from inception to modern day. (LG 8*)
2. Understand essential fashion and business concepts including theories of fashion movement, the fashion cycle, marketing and merchandising concepts, and market research and segmentation. (LG 7*)
3. Understand the strategic issues that affect marketing for fashion. (LG 6*)
4. Explain the process of product development, production, and marketing as it relates to fashion apparel and accessories. (LG 7*)
5. Evaluate the variety of retailing formats and the current national and international fashion centers. (LG 5*)

*[BBA Marketing Learning Outcomes](#) (page 11)

COURSE FORMAT AND ASSIGNMENTS

This course consists of reading assignments, discussion postings, hands-on written assignments, and quizzes, which are presented to you in **Modules** inside the Content link at the top of the

page.

Within each Module, you will be given the following:

- **A Checklist** to let you know what's expected of you for that Module, including the required reading. You should use the checklists to track your progress and mark off (check) the items that you've completed as you complete them.
- **Learning Objectives** for that Module.
- **Self-Check Practice Quizzes** are intended to help you learn the material and prepare for assignments and quizzes. They do NOT count toward your final grade.
- **Graded Assignments**, which may include a case analyses, written assignments, quizzes, and/or discussion postings.
 - ***These assignments are due by 11:59pm (Eastern time) on the due date for the Module they are in. Refer to the Course Schedule for easy reference. If an assignment is not turned in by 11:59pm on its due date, it will not be accepted under any circumstances and you will receive a zero. There are no exceptions to this rule.**
 - **THE GOOD NEWS: the lowest quiz grade and lowest assignment/discussion grade will be dropped!***

Note: CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm; see "Scheduled CourseDen Maintenance" section of syllabus for more info. No work can be submitted late or via e-mail.

Each Module is open for a specific period of time (around three weeks). You must complete each item in the Module before the due date. DO NOT WAIT until the last day or two to start on the assignments in a Module!!

More Information on Assignments...

Written Assignments and Cases:

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your assignments, the higher your grade will be.

As this is a **senior-level course**, I expect your marketing knowledge (everything you've learned so far) to shine through! Also, since you'll be graduating and entering the business world soon, I expect well-written, grammatically correct assignments.

Jumbled, one-paragraph papers are difficult to read and will receive lower grades.

Discussion Posts:

Your original discussion posts will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your posts, the higher your grade will be.

Rather than doing the typical “reply to 2 classmates” thing, we are doing something different! I want you to get into a real DISCUSSION with at least one classmate for each discussion assignment. Pick a thread that interests you, make thoughtful comments, and ASK QUESTIONS of that person. The original poster will then reply and ask questions. There should be at least **two rounds**; here is an example where John posts the original discussion post and Sally replies:

John’s original post

Sally replies and asks questions

John answers Sally’s questions and asks questions of Sally

Sally answers John’s questions

For each Discussion assignment, each student must make an original post and get involved in a discussion (as described above) with at least one classmate. The original post person only has to engage with one of his/her replies, and he/she should engage with the FIRST person who replied. If you wait until the last day to make your *original* post, chances are good that you won’t have anyone reply to your post -- so post early!!

Additionally, if someone posted something that doesn't make sense to you or you think could be incorrect, tell them! You will help each other learn this way. Also, if you agree or disagree with something they said, you should specify exactly what you agree/disagree with along with WHY.

Review the **General Discussion Rubric** to see specifically how your discussion posts will be graded.

Quizzes:

Quizzes will relate to the reading assignments for their respective chapters and will contain ten multiple-choice and true/false questions. You will have **20 minutes** per quiz and only one attempt.

Two notes about quizzes: (1) You may notice that you will not be able to review your quizzes after you have completed them. However, if you would like to review a quiz, we can arrange (ahead of time) a date/time for you to do so in the Marketing Department.

(2) Sometimes the answer choices are scrambled. Therefore, if you see an “all of the above” option somewhere in the middle, it also means “all other choices are correct.”

There is also one Syllabus Quiz due in the first Module, which has between 20 and 30 questions and a time limit of 30 minutes.

*****Your lowest quiz grade will be dropped.*****

*****Additionally, assignments and discussions will be grouped together, and the lowest grade will be dropped.*****

I understand that serious personal problems occur (deaths in family, illness, storm damage, etc.).

This (along with technical/computer problems) is why the lowest grades are dropped.

CLASS ANNOUNCEMENTS, CONTACTING THE INSTRUCTOR

Announcements: Any important course announcements from your instructor (e.g. changes to the course schedule, assignment info, etc.) will be sent via the “Announcements” tool in CourseDen (you should check the Announcements daily).

Contacting the Instructor/Office Hours:

1. In-person, face-to-face office hours (*what?!?*): Please come by my office sometime to say hello, and/or if you have something you need to ask or discuss with me. This semester, I’ll be in my office on Mondays and Wednesdays from 8:30 AM until 11:15 AM and by appointment. Location: Miller Hall, Marketing & Real Estate Department (upstairs), office number 2306.

Note: office hours above do not pertain to holidays or finals week

2. Email: **For the fastest reply, use cbrown@westga.edu**. You may also use the course Email within CourseDen, but since these messages do not come to my phone it will likely take longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to e-mails on the weekend.

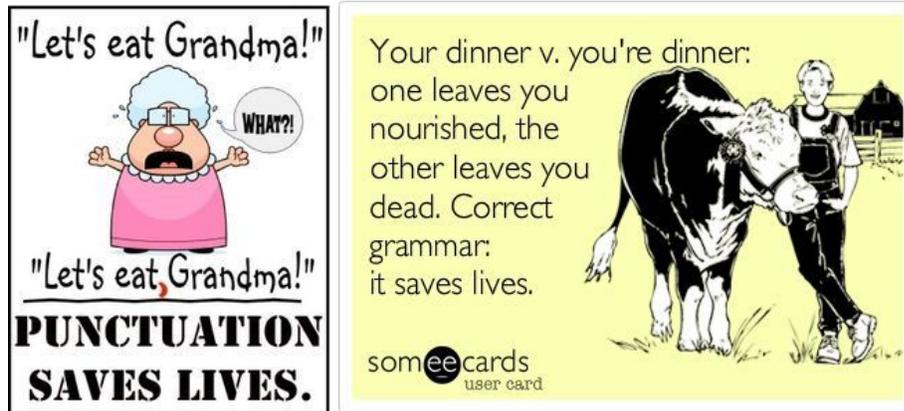
If you ask a question that can be answered by reviewing the syllabus, I will probably tell you to see the syllabus. I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

3. If my office hours don’t work for you, I am happy to schedule an appointment with you at another time! Just send me an e-mail and we’ll work it out.

Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.

E-mail Courtesy and General Netiquette: Remember that e-mailing is not texting, and the use of *good manners and proper grammar* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all

be respectful and professional at all times.



I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails. <https://www.grammarly.com/>

It is also very helpful if you'll mention which class you are in when you email me.

ACADEMIC HONESTY

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in ***a grade of zero for the assignment/assessment and possible failure of the course. It is also grounds for dismissal from the College of Business.***

*Academic dishonesty (cheating) includes, but is not limited to:

- Looking up ("Googling") answers to quiz questions online
- Searching (online or elsewhere) for assignments that have been done by someone else
- Using someone's materials from a previous semester
- Anything that you wouldn't do with your instructor looking over your shoulder*

FINAL GRADE CALCULATION

Assignments will be weighted according to the following scheme in the calculation of your final grade:

Case Analyses, Assignments, and Discussions (lowest dropped) -----70% total
Quizzes (lowest dropped) -----30% total

A= 90.0% or more

B= 80.0% to 89.9%
C= 70.0% to 79.9%
D= 60.0% to 69.9%
F= 59.9% or below

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz/exam is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as <https://www.youtube.com/watch?v=P0oinC6ejFI>, <http://www.conquercollege.com/gradecalc/> and <http://www.youtube.com/watch?v=RaNHV6W1p84>.)

I'm sorry, but since I'm outnumbered almost 200 to 1 (students to me), I am unable to respond to students individually asking what their current grade is or what they need to make on a particular assignment to get an A (or B, etc.) in the class.

AND FINALLY....

This will be a busy semester, but if you do the reading, keep up with the work, and let me know if/when you have questions about the material, I promise you'll do well and learn a great deal about fashion marketing and merchandising!

Let's do this!



COURSE SCHEDULE

I recommend putting all Module deadlines into your phone's calendar (or whatever you use most) to keep up with what's due when.

- **Module 1 - Due by September 5 at 11:59pm**
- **Module 2 - Due by September 26 at 11:59pm**
- **Module 3 - Due by October 17 at 11:59pm**
- **Module 4 - Due by November 7 at 11:59pm**
- **Module 5 - Due by December 5 at 11:59pm**