



Fashion Design & Merchandising Programs  
FSHN 2307 FASHION ADVERTISING - COMMUNICATION (#12798)

LOCATION:	3601 Fannin Street, RM: 230 June 3, 2019 – July 7, 2019	INSTRUCTOR:	Prof. Andrea Bonner
CLASS DATES/TIMES:	Monday & Wednesday 2:00 PM – 6:50 PM	OFFICE LOCATION:	3601 FANNIN ST, RM 232
CREDIT HOURS (SCH):	3 Lecture / 0 Lab / 3 Credit	PHONE #:	713.718.6150 office 713.206.2494 cell
CONTACT/LENGTH:	48 Hours / 5 Weeks	EMAIL:	<a href="mailto:andrea.bonner2@hccs.edu">andrea.bonner2@hccs.edu</a>
INSTRUCTION:	Traditional/ Classroom	FASHION OFFICE #:	713.718.6152
COURSE LEVEL:	Introductory Level	OFFICE HOURS:	Please see posted on office door

**NOTICES:**

\*If you have not filed a degree plan with the Advisement/Counseling Department, please do so AFTER the end of current semester registration period to declare your major.

\*Complete the Student Information & Course Participation form being passed around to confirm your understanding and that you have received and reviewed a copy of the course syllabi.


\*If you have filed a degree plan more than 2 years ago as of today's date, please visit with the Advisement/Counseling Department to make certain that you have the most recent degree plan filed.

\*Stay involved and follow the Fashion Department on Facebook @ *Fashion at HCC Central* for the latest news about the department and fashion industry.

**Projected Calendar**

This calendar, along with the entirety of the syllabus, is subject to change at any time. Students will be notified ahead of time and are responsible for making changes on their own syllabus.

MON, June 3, 2019	Course Information, Syllabus Review, Class Activity UNIT ONE – Introduction to Advertising Class Introduction Chapter 1-The Impact of Advertising Chapter 2- Ethics and Social Responsibility <b>Homework: Study Chapters 1 &amp; 2</b>
WED, June 5, 2019	UNIT TWO – Planning the Advertising Program Chapter 3: Pre-Planning: Researching the Target Markets Chapter 4: Targeting the Multicultural Market Chapter 5: Planning and Budgeting Strategies Chapter 6: In House and External Resources for Advertising Development <i>Project Team Selection &amp; Introduction Final</i> <b>Homework TBA &amp; Study Chapters 3 – 6</b>
MON, June 10, 2019	<b>Exam 1, Unit One &amp; Two – Chapters 1 - 6</b> <b>Class Activity</b>
WED, June 12, 2019	UNIT THREE – The Advertising Media Chapter 7: Newspapers Chapter 8: Magazine Chapter 9: TV & Radio Chapter 10: Direct Marketing Chapter 11: Outdoor Advertising <b>Homework TBA &amp; Study Chapters 7 - 11</b>
MON, June 17, 2019	<b>Exam Two, Unit Three Chapters 7-11</b> <b>Class Activity</b>
WED, June 19, 2019	UNIT FOUR – Creating the Advertising Chapter 12 Print Media Chapter 13 Broadcast Media UNIT FIVE: Promotional Tools Used By Retailers Ch. 14 Special Events Ch. 15 Visual Merchandising Promoting & Advertising the Retailer's Images. <b>Homework: Read Chapters 16 &amp; 17.</b>

MON, June 24, 2019	Class Presentation & Guest Speaker <b>Final Project Update</b>
WED, June 26, 2019	Ch. 16 Public Relations: Promoting & Advertising the Retailer's Images Ch. 17. Visual Merchandising Promoting & Advertising Promotional Tools Homework: Final Discussion Paper Due. <b>In Class Team Meeting</b>
MON, July 1, 2019	<b>Exam Three, Unit Four &amp; Five Chapters 12 – 17</b>
WED, July 3, 2019	<b>Final Team Presentations – Happy Summer</b>
	

## Course & Program Information

<b>Course Description</b>	General principles and practices of fashion retail store advertising and consumer directed communication. A study of persuasive media approaches for public relations induced publicity and advertising produced sales promotions.
<b>Prerequisites</b>	None
<b>Course Learning Outcome</b>	<ol style="list-style-type: none"> <li>1. Document advertising industry principles, practices, and job opportunities.</li> <li>2. Analyze current fashion advertising campaigns.</li> <li>3. Create and present a fashion advertising campaign.</li> </ol>
<b>Textbook Information</b>	Retail Advertising and Promotion, Jay Diamond, 2011 Publisher -Fairchild Publications ISBN:978-1-56367-898-1
<b>Lab Requirements</b>	N/A
<b>Fashion Program Objective/Goal</b>	In affiliation with HCC's open admission for higher education, the fashion program offers an unparalleled fashion education in both the theory and technical aspects of fashion in a nurturing environment to prepare students to fill positions in all areas of the fashion industry.
<b>Instructional Methods</b>	<ol style="list-style-type: none"> <li>1. FSHN 2307 is a required course for all Fashion Merchandising majors.</li> <li>2. As an instructor, I want my students to be successful. It is my responsibility to provide you with knowledge concerning the field of fashion merchandising, modeling good teaching strategies, and assisting you in developing the fashion skills that will be able to utilize within the program and during your career as a fashion merchandizer.</li> <li>3. As student wanting to learn about the field of fashion merchandising and visual merchandising, it is your responsibility to read the textbook, submit assignments on the due dates, participate in class room activities, attend class, and enjoy yourself while experiencing the real world of fashion merchandising.</li> <li>4. As I believe that engaging the students in the learning is essential for teaching to be effective, you will spend the majority of class time involved in collaborative activities and lectures on application of merchandising.</li> </ol>
<b>Instructor's Requirements</b>	<p><u>Instructors Responsibilities:</u></p> <ol style="list-style-type: none"> <li>1. Provide the grading scale and detailed grading formula explaining how student grades are to be derived.</li> <li>2. Facilitate an effective learning environment through class activities, discussions, and lectures.</li> <li>3. Description of any special projects or assignments.</li> <li>4. Inform students of policies such as attendance, withdrawal, tardiness, and make-up assignments.</li> <li>5. Provide the course outline and class calendar which will include a description of any special projects or assignments.</li> <li>6. Arrange to meet with individual students before and after class as required.</li> </ol> <p><u>Student's Responsibilities:</u></p> <ol style="list-style-type: none"> <li>1. Attend class and participate in class discussion and activities.</li> <li>2. Read and comprehend textbook and additional course related handouts.</li> <li>3. Complete the required assignment and exams.</li> </ol>

4. Ask for help when there is a question or problem.
5. Keep copies of all paperwork, including this syllabus, handouts, all assignments, and evaluations.
6. Be aware of and comply with academic honesty policies in the HCCS Student Handbook.

## HCC Policies

**HCC Policy Statements:** Access Student Services Policies on their Web site: <http://www.hccs.edu/resources-for/current-students/student-handbook/>  
 ADA, Academic Honesty, Student Attendance, 3- Peater, Withdrawal Deadline

**Accommodation Due to a Qualified Disability** HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

**Title IX of Education Amendment of 1972, 20 U.S.C. A§ 1681 ET. SEQ.: Sexual Misconduct** Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status-in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to: David Cross - Director EEO/Compliance, Office of Institutional Equity & Diversity; 3100 Main, Houston, TX 77266-7517 (713) 718 - 8271 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)

**Basic Needs** Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable us to provide any resources that HCC may possess.

**Campus Carry Law (SB11 2015)** At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at <http://www.hccs.edu/district/departments/police/campus-carry/>.

## Course Requirements and Grading Policies

**Class Attendance & Participation** **Fashion Design and Merchandising Department Attendance and Participation Policy for classes that meet ONCE a week.**

Absences	Attendance & Participation Grade
0	100
1	95
2	80
3	50
Over 3	0

**\*Three (3) tardies (up to 15 minutes late) = One (1) Absence. More than 15 minutes late will be recorded as an absence.**

**Grading Scale & Make-Up Policies**

A. The HCC grading scale is:

A = 100 – 90	4 pts/hr	FX (Failure due to non-attendance)	0 pts/hr
B = 89 – 80	3 pts/hr	IP (In Progress)	0 pts/hr
C = 79 – 70	2 pts/hr	W (Withdrawn)	0 pts/hr
D = 69 – 60	1 pts/hr	I (Incomplete)	0 pts/hr
59 and below = F	0 pts/hr	AUD (Audit)	0 pts/hr

- B. In Progress (IP) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP", "W", "AUD", "COM" and "I" do not affect GPA.
- C. **Incompletes:** The grade of "I" (Incomplete) is conditional. A student receiving an "I" must arrange with the instructor to complete the course work within six months of the end of the incomplete term. After the deadline, the "I" becomes an "F." Upon completion of the coursework, the grade will be entered as I/grade on the student transcript. All "I"s must be changed to grades prior to graduation.
- D. **Make-Up Policy:** Students are responsible for turning in all work that is assigned. Work that is turned in late will automatically have 15 points deduction for each class period that it is overdue. After 2 class periods, no late work will be accepted.

Course Requirement	Assignments/Projected Value For FSHN 230f Fashion Advertising – Communication
Final Team Project	25%
Exams	25%
Discussions/Assignments/Quizzes	25%
Class Participation/ Attendance	25%
<b>Total = 100%</b>	

### Other Student Information

<b>Fashion Boot Camp</b>	Fashion Boot Camp is held at the beginning of each fall and spring semester for all fashion students to alert them to the student opportunities for the upcoming semester. If you are not able to attend and would like to receive these valuable opportunities, please contact the fashion office by calling 713. 718.6152.
<b>Student Competitions</b>	HCC fashion students are highly successful in student competitions at the local, state, national and international levels, frequently winning best-of-show, and cash/scholarship awards.
<b>Fashion Resource Center</b>	The resource center is located throughout the 2 <sup>nd</sup> Floor of the Fannin Building. It houses the Historical Fashion Collection, fashion books, videotapes and designer press releases. The Historical Fashion Collection is a collection of international designer, ethnic and vintage clothing dating from the 1900's to the present.

### Class Rules

- A. General Rules**
1. Sign-in each class. Late students need to put the time in which they are arriving.
  2. No food or drinks in the classroom. Students are only allowed a close cap water bottle. There will be a 15-30 minutes break in between.
  3. Only student enrolled in the current ongoing class may be allowed in the classroom. This means no children, parents, spouse and etc.
  4. No talking on cell phone during class hours. They must be turned off or put on silence. **10 points will be deducted from FINAL grade if it goes off during class.** If there is an emergency, please make prior arrangements with the instructor before class begins.

### WEB RESOURCES – GENERAL FASHION RELATED LINKS

The Business of Fashion [www.businessoffashion.com](http://www.businessoffashion.com)  
 Fashion Network [www.fashionnetwork.com](http://www.fashionnetwork.com)  
 Fashion Group International [www.fgi.org](http://www.fgi.org) [www.fgihouston.org](http://www.fgihouston.org)  
 Huffington Post Style [www.huffingtonpost.com/style/](http://www.huffingtonpost.com/style/)  
 Fashion Wire Daily [www.fashionwiredaily.com](http://www.fashionwiredaily.com)  
 Who What Wear [www.whowhatwear.com](http://www.whowhatwear.com)  
 NY Magazine – The Cut [www.nymag.com/thecut/](http://www.nymag.com/thecut/)  
 Pinterest  
 Instagram