



## Fashion Design & Merchandising Programs

### STUDENT INFORMATION & COURSE PARTICIPATION FORM

COURSE TITLE:	FSHD 2388 Fashion Internship, #56587	Professor:	Suzette M. Brimmer
CLASS LOCATION:	RM 230	OFFICE LOCATION:	3601 FANNIN ST, RM 211
CLASS TIMES:	Wednesdays, 5:00 PM – 6:00 PM	PHONE #:	713-718-6158 office 713-459-5687 cell
		EMAIL:	Suzette.brimmer@hccs.edu

**“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.”**

#### 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.

\*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.

**DIRECTIONS:** Please clearly print in ALL CAPS the required student information in the spaces provided below, cut along the dotted line & return the bottom portion to the instructor before leaving the class today. Thanks!

NAME: \_\_\_\_\_ **(PLEASE COMPLETE ON SEPARATE SHEET)**

STUDENT I.D. #: \_\_\_\_\_

PHONE # 1: \_\_\_\_\_

PHONE # 2: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

I, \_\_\_\_\_, have read and understood all of the information presented to me as it pertains my involvement and responsibilities in the HCC Fashion Design & Merchandising courses in which I have enrolled.

\_\_\_\_\_  
(STUDENT SIGNATURE)

\_\_\_\_\_  
(TODAY'S DATE)

# Fashion Design & Fashion Merchandising Programs

## FSHD 2388 Fashion Internship (56587) Spring 2018

### WEDNESDAYS, 5:00 PM – 6:00 PM

**Instructor:** Prof. Suzette M. Brimmer B.S., M.B.A.  
**Email:** [suzette.brimmer@hccs.edu](mailto:suzette.brimmer@hccs.edu)  
**Meets in Person**

**Course Location:** HCC- Central, 3601 Fannin Street, Room: 230  
**Course Semester Credit Hours:** 3 Units  
**Course Contact Hours:** 3.0  
**Course Length:** 16 weeks (Spring 2018 – 15 Week)  
**Type of Instruction:** 30 Hour Lecture & +14 Hours Lab Course/240 Hours Per Semester

#### Course Information

<b>Course Description</b>	<p><b>. Course Goals for Fashion Design &amp; Fashion Merchandising</b></p> <p>The Fashion Design Program prepare students for careers in fashion related fields. Creative studies in design fundamentals, fashion analysis, fashion history, textiles, color, and sketching, along with technical training in draping, pattern making, pattern grading, and clothing construction provide the training required for entry-level employment by the mass production ready-to-wear industry or for custom design business operations.</p> <p>The Fashion Merchandising Program prepares students for careers in fashion retailing or wholesale operations through training in Merchandising techniques along with creative development.</p> <p><b><u>If you happen to be taking class and for example this semester it is under Design you are a Merchandising Student, once you receive grade your professor will be able to sub your class for the correct program (FSHN or FSHD).</u></b></p>
<b>Prerequisites</b>	Department Approval
<b>Course Learning Outcome</b>	<p>Houston Community College Fashion Interns will:</p> <ul style="list-style-type: none"> <li>• Design five measurable internship objectives that are planned for achievement by the student during the internship experience.</li> <li>• Complete an internship journal, which provides a critical and creative thinking analysis of the internship organization, research and comparisons on best practices, and active student learning experiences that result in acceptable and exemplary achievements in critical thinking.</li> <li>• Receive an internship supervisor evaluation that includes 80% positive rankings on the intern's level of achievement on internship objectives, work performance, and demonstration of competencies expected in the workplace as outcomes from the degree program.</li> <li>• Develop a professional résumé and provide a student <b>(self)</b> evaluation.</li> </ul>
<b>Textbook Information</b>	<b>No Required Textbook:</b>
<b>Lab Requirements</b>	14 Hour LAB. 240 INTERN HOURS

## HCC Policies

<b>Student with Disabilities</b>	Students with a documented disability (e.g. physical, learning, psychiatric, visual, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office at their respective college at the beginning of each semester. The faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.
<b>Academic Honesty</b>	Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College Systems officials against a student accused of academic dishonesty. Academic dishonesty may include a grade of "0" or "F" on the particular assignment, failure in the course, and/or recommendations for probation or dismissal from the College System. A recommendation for suspension or expulsion will be referred to the College Dean of Students for disciplinary disposition.

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<b>Attendance Policies</b>	<ol style="list-style-type: none"> <li>1. Students are expected to attend all classes (see college catalog for attendance policy).</li> <li>2. Students are responsible for all work missed during their absence.</li> <li>3. Student may be dropped from courses for absences that exceed 12.5% of the total semester hours, usually equated to more than 4 absences in a 2-day per week class and more than 2 absences in a 1 day per week class</li> </ol>
<b>HCC Course Withdrawal Policy</b>	The State of Texas has begun to impose penalties on students who drop courses excessively. For example, if you repeat the same course more than twice, you have to pay extra tuition. Beginning in Fall 2007, the Texas Legislature passed a law limiting first time entering freshmen to no more than <b>SIX (6)</b> total courses withdrawals <b>throughout</b> their educational career in obtaining a certificate and/or degree.
<b>EGLS<sub>3</sub>-- Evaluation for Greater Learning Student Survey System</b>	At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and division chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.
<b>Campus Carry (SB11 2015)</b>	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

## Course Requirements and Grading Policies

# Assessments

### Assessments

Assignment	Points	Grade Distribution	
Resume	10	100 – 90	A
5 Measureable Goals	10	89– 80	B
Internship Journal	30	79 – 70	C
Self-Evaluation	10	69 – 60	D
Supervisor Evaluation	20	59 – 0	F
Participation	20		
<b>Total Points</b>	<b>100</b>		

### Numerical Grades Related to Letter Grades

A	100-90
B	89-80
C	79-70
D	69-60
F	59-0

### Make-Up Policy

Students are responsible for turning in all work that is assigned. Work that is turned in late will automatically have 10 points deduction for each class period that it is overdue.

*You are expected to attend **all** lectures and are responsible for materials covered during your absences.*

# 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.

## OFFICIAL CLASS SCHEDULE

Class Date	Class Overview	Next Assignments Due Date
Wednesday 1-24-2018	<ul style="list-style-type: none"> <li>• Overview of syllabus, due dates, assignments, and course requirements</li> <li>• Smart Goals Handout &amp; Discussion.</li> <li>• Research Professional Resumes of your chosen career and model your resume after what you research.</li> <li>• Start thinking of your Five Goals.</li> <li>• Internship Opportunities</li> </ul>	<i>Smart Goals &amp; First Resume are Due 1.31.18 please EMAIL them to Prof. Brimmer by 11:55pm.</i>
Wednesday, 1-31-2018 Class Meeting	<ul style="list-style-type: none"> <li>• BOOT CAMP</li> <li>• 5 Measurable Goals DUE today by EMAIL 11:55PM.</li> <li>• Resume # 1 is DUE today by EMAIL 11:55PM.</li> </ul>	See You @ BOOT CAMP 6:00PM
Wednesday, 2-07-2018 Class Meeting	<p>Overview of Evaluations – Manager &amp; Self</p> <ul style="list-style-type: none"> <li>• Internship Journal Questions - Review</li> <li>• If there is any confusion over using APA 6th ed. formatting, this is the time to ask.</li> <li>• <b>Journal Section One</b> Students will discuss in class; their internship company, their individual goals, and learning through opportunities their internship will provide etc. Development of internship objectives to achieve at your internship site.</li> </ul>	<i>Internship Journal Question Due by 11:55PM by email 2/16/18.</i>
Wednesday, 2-21-2018 Class Meeting	<ul style="list-style-type: none"> <li>• Internship Journal Section One.</li> <li>• Class Presentation of Section One – Dress the Part. - Resume Do's &amp; Don'ts - Resume Review</li> </ul>	<i>Resume Part Two due 2.28.18 by EMAIL 11:55pm</i>
Wednesday, 3-07-2018 Class Meeting	<ul style="list-style-type: none"> <li>• The Polish Professional – Part One -Business Etiquette -Dining the Professional Way</li> </ul>	.

<b>Wednesday, 3-28-2018 Class Meeting</b>	The Polish Professional – Part Two -Time Management	
<b>Wednesday 4-11-2018 Class Meeting</b>	<ul style="list-style-type: none"> <li>• The Polish Professional - Part Three</li> <li>-Social Network</li> <li>-Online Web Store</li> </ul>	
<b>Wednesday 4-25-18</b>	<ul style="list-style-type: none"> <li>• The Polish Professional – Part Four</li> <li>-How to Finance Your Business</li> </ul>	
<b>Wednesday 5-9-2018</b>	Self – Evaluation Due Class Period, 5pm	
<b>Friday 5-11-2018</b>	<ul style="list-style-type: none"> <li>• Supervisor Evaluation Due by email – 11:55PM.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Each student will present a briefing on their final project, 4 minutes only.</li> <li>• Prof. Brimmer may start internship project reports early to accommodate a large class size.</li> <li>• Please stay when finished with your presentation to watch the remaining presentations.</li> <li>• Manager &amp; Self Evaluations are DUE.</li> <li>• Drop Off Of any LATE Projects. Grading will start at B (89-80).</li> </ul>	

### Five Measurable Goals

	January 31, 2018 @11:55PM
Submission	Submit the Five Measurable Goals by Email 11:55pm.
Formatting Notes	<ul style="list-style-type: none"> <li>• Take a look at the Goals examples (in class examples) and make sure your 5 objectives are “SMART”.</li> <li>• Corrections may be required if your Goals are not Smart Goals</li> </ul>
	<ul style="list-style-type: none"> <li>• Please email them to <a href="mailto:suzette.brimmer@hccs.edu">suzette.brimmer@hccs.edu</a></li> </ul>
Remember to <b>save</b> all assignments on a USB in case you have a computer malfunction.	

– Internship  
in Fashion  
Design and  
Merchandising

Internship Journal	
Due Date	February 16, 2018 Sections One & Two
Submission	Submit by Email – 11:55PM.
Formatting Notes	<p>Keep the journal in question and answer format.</p> <p>Single space your answers.</p> <p>Answer the questions completely.</p> <p>If the question doesn't pertain to your company, answer it in regards to retail organization. (Be sure to cite your sources)</p> <p>Cite, quote, and reference your sources according to APA 6<sup>th</sup> edition</p>
Required readings or tasks	<ul style="list-style-type: none"> <li>• The first pages of the journal list many electronic journal sources to reference.</li> <li>• The home page has APA support.</li> <li>• Visit the OWL Purdue Writing Lab (<a href="http://owl.english.purdue.edu">owl.english.purdue.edu</a>)</li> </ul>
Remember to <b>save</b> all assignments on a USB in case you have a computer malfunction.	

## Internship Journal

Start reading over your journal questions once you leave the first class, and so you will understand the amount of work required for completion. **You are required to get answers to questions and establish facts, look at primary sources rather than just opinions, and provide evidence for your recommendations.**

You will be practicing creative and critical thinking while looking for divergent viewpoints that will strengthen your ability to make better decisions. You will evaluate different perspectives to arrive at a reasoned decision and recommendation. This experience will prepare you for a profession in the future where creative and critical thinking will be expected and essential for your success. The journal will include your internship objectives, the company's profile, your analysis, and references utilizing the APA 6th edition format. Please ensure that you read the journal directions.

## Internship Journal Questions

### Section One; Student's Internship Summary

1. List the duties of your Manager (he/she may a designer, retail store owner...
2. List your routine duties as the student intern.
3. As in most industries, various segments of the fashion industry have unique buzzwords- words, jargon or phrase used by industry personnel. List these terms and their definitions.
4. Indicate your income (internship salary), if the internship was paid.
5. List any expenses incurred during the internship experience, or attach a spreadsheet of these.

6. Indicate the anticipated salary for a career in (Your manager's job).
7. From the experience, examine the qualifications and attributes of a successful (Your manager's job) professional.
8. Based on your internship experience, discuss the qualifications and attributes of a successful (Your manager's job).
9. Which area of work and study, as well as co-curricular experiences, would assist a student preparing for a career in this employment area?

## **Section Two; The Internship Organization**

1. Indicate the mission statement of the internship organization. If the organization has not developed a formal mission statement, compose one that will guide and inspire the business's constituencies.
2. What is the image of the internship organization? How does the customer view the image of the organization? How is image perceived by the organization itself? How do other employees perceive image? Specify and cite your sources.
3. Describe the design of the exterior of the internship organization and the signage used by the organization. Is the design and signage how you believe it should be? If so, why? If not, what changes would you make?
- 4.
5. If the internship organization is a service or retail operation that provides fitting rooms, describe them. If applicable, suggest ways to improve the fitting rooms in terms of merchandise security and customer service. For those of you, who work in organizations without dressing rooms; describe how you make customers or clients feel comfortable in regards to security, privacy, and customer service
6. Describe the range of services sold by the internship organization. If no services are offered by the organization, explain why they are not applicable, or suggest services that may increase profits.
7. List top-performing merchandise sources by merchandise classification. Note why each source is a high performer. If your organization provides a service elaborate on top-performing services.
8. Create an effective public relations plan for the organization you are currently working for. Think about your target audience, your available budget, costs associated with PR, and the advantages and disadvantages to your plan.

For Examples; you may want to include: national vs. local TV, billboards, yellow pages, radio, website, mailers, community involvement, alliances, sponsorships, partnerships, etc... This needs to be at least half a page in length. Describe how you would measure impact.

## **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 located at HCC-Central campus by calling 713.718.6152. This semester's Boot Camp will be held on January 31, 2018 at 6:00 p.m.
<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

<b>A. General Rules</b>	<ol style="list-style-type: none"> <li>1. Sign-in each class. Late students need to put the time in which they are arriving.</li> <li>2. No food or drinks in the classroom. Students are only allowed a close cap water bottle. The instructor will announce breaks.</li> <li>3. Table room is limited, only necessary supplies for class maybe on table. Please be respectful to other students.</li> <li>4. Only the student enrolled in the current ongoing class may be allowed in the classroom. This means no children, parents, spouse and etc.</li> <li>5. No talking on cell phone during class hours. They must be turned off or put on silence. <b>10 points will be deducted from <u>FINAL</u> grade if it goes off during class.</b> If there is an emergency, please make prior arrangements with the instructor before class begins.</li> <li>6. Please staple all multiple page assignments before submitting. Loose papers will not be accepted.</li> <li>7. Late assignments will be given a 24-hour grace period, which will include a 10 point automatic deduction in your grade. EMAILED ASSIGNMENTS WILL NOT BE ACCEPTED.</li> </ol>
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## WEB RESOURCES – GENERAL FASHION RELATED LINKS

\*The Business of Fashion  
[www.businessoffashion.com](http://www.businessoffashion.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)  
 Fashionista [www.fashionista.com](http://www.fashionista.com)  
 NY Magazine – The Cut [www.nymag.com/thecut/](http://www.nymag.com/thecut/)

Pinterest  
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