DHA 1201: DESIGN, MERCHANDISING, AND THE CONSUMER
3 Credits, Monday, Wednesday, Friday-9:35-10:25 McNeal Hall RM 33

College Of Design, Department of Design, Housing and Apparel
Retail Merchandising Program Area
(This course meets CLE citizenship and public ethics theme requirement)

COURSE DESCRIPTION
In this course I provide students with an orientation to the apparel business emphasizing ethical dimensions of decision-making regarding the delivery of textile and apparel products to the ultimate consumer and consumption of apparel products.

Topics covered include: development of a fashion system, fashion change, ethical theories, impact of fashion on body image; the apparel ready-to-wear industry, apparel manufacturing and use of sweat-shop labor; types of retailers and retailing; how consumer demand fuels fashion system; out-of-control consumerism in US society; non-normative consumption patterns.

Web-enhancement - This course is web-enhanced. To obtain lecture outlines go to my.umn.edu. Next go to my Toolkit. You will need your login name and X-500 password, then select DHA 1201 and you should be able to obtain power point lecture outlines for the course. This is also where your grades for each quiz or examination you take in the course are posted, the location of videos assigned for viewing, and any in class activities assigned to be completed outside of class. When you log onto the site you will notice that a pop-up blocker appears, click on the yellow bar, it will give you options, click on allow always and then you can see and print files.

Instructor:
Dr. Kim Johnson
Office:
McNeal Hall 368 B
E-mail:
kjohnson@umn.edu
Office hours:
10:30-11:30 M-W
or by appointment
Telephone:
612-624-3687
(E-mail preferred)

Please feel free to talk to us about any issue relating to the course.

Teaching Assistant:
Minjeong Kang
Office: 495f McNeal
E-mail: mjkang@umn.edu
Office Hours:

Telephone:

Required Text:
Available at the Saint Paul Bookstore, located in Saint Paul Student Center and bookstore in Coffman Memorial Union

COURSE OBJECTIVES
By the end of the term students will be able to:
1) relate fashion adoption theories and fashion cycles to apparel production, distribution, and merchandising decisions
2) understand the ethical dimensions of decision making in the delivery of apparel products to consumers
3) describe the developments that led to the ready-to-wear industry
4) describe and recognize issues concerning apparel manufacturing and sourcing with respect to use of home work, sweat-shop labor, and children
5) understand steps in design and garment production and distribution channels
6) identify different types of retailing as it exists today
7) identify issues related to non-normative consumption in U.S. society

TEACHING METHOD
I use a variety of learning approaches including videos, guest speakers, in-class exercises, case studies, and assigned readings. Students are graded based on their performance on quizzes, examinations, and completion of in-class activities. In-class assignments are completed and handed in either during class time or they are completed online. In-class activities provide you the opportunity to develop your thoughts about ethical issues facing workers in the textile and apparel industry. The general format for in class activities is that you will be asked to react to a series of questions. Some questions you will answer individually, others in small groups of 2 to 3 people.
CLASS EXPECTATIONS

- **Class attendance is expected.** There is material covered in class that is not available outside of class. If you plan on not attending, make certain you arrange to borrow lecture notes from a colleague.

- It is expected that students will **complete readings** from the textbook as assigned and participate in class discussions to the extent that it is possible in a large class setting.

- **Participation is important** in this course. When students’ share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

- **Arriving late and leaving early for class is rude** and particularly rude when we have a guest speaker. If you must be late on a day that a guest is speaking to the class be certain to enter from the back of the classroom and be as inconspicuous as possible. If you must leave early, sit in the back near the door.

- Upon entering class please **turn off your cell phones!!!** Just as it is annoying when someone leaves their cell phone on when you are at the theatre or the movies, it is annoying during class.

COURSE POLICIES

**Make-up policy:** A student, who cannot take an examination on the scheduled date, for any documentable reason recognized by University policies, may be given a make-up exam. A student is eligible for a make-up exam only if the **instructor is notified prior to the scheduled exam** and the absence is recognized by the University of Minnesota as one that is excusable. Call and leave a message that you will not be able to take an examination on the scheduled date (612-624-3687) or email the instructor. If you call, be certain to leave your name and speak clearly and slowly. If I cannot understand your name it will not appear on the makeup list. Failure to notify the instructor that the student is unable to take the exam at the scheduled time will result in a 0 on the examination. No exceptions!! After calling, follow up with providing appropriate documentation for your absence to me as soon as you return to class. The make-up examination date is **December 10** at 1:00 for any missed examinations during the semester. The room location will be announced closer to this date. Makeup examinations are **not** the same as the one given at the regularly scheduled time. There are **no makeups** on weekly quizzes. Because there are no makeups for weekly quizzes, the lowest quiz score is dropped from the calculation of your final grade for the course.

UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

The University Of Minnesota has specific policies concerning student conduct and student needs. Listed following are those that have relevance for this course.

**Disability Accommodations.** Reasonable accommodations will be provided for students with documented disabilities. Please contact the instructor to work out the details for any necessary accommodation immediately. You will also need to work with the Office of Disabilities Services, 12 Johnston Hall, 612-626-1333.

**Disruptive Classroom Conduct.** All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. "Disruptive classroom conduct" is now an explicit violation of the Code. It is defined as follows: Disruptive classroom conduct means engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities.” In addition, students responsible for such behavior may be asked to cancel their registration (or may have their registration canceled).

**Scholastic Dishonesty.** Scholastic dishonesty means plagiarizing; cheating on assignments, quizzes, or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.” Discovery of academic misconduct is grounds for an “F” or “N” **for the course.**

STUDENT EVALUATION

Student’s performance in the course is assessed with three types of activities. The first is completion of in class learning activities. The second is weekly quizzes and the third is examinations.
• **In-class learning assignments** generally occur on a weekly basis either on Wednesdays or Fridays. In-class assignments may consist of group activities, short reaction papers, responding to true/false statements and so forth. Twelve opportunities to complete in-class activities are provided to students. Each is worth 10 pts. The 10 activities with the highest scores count in determining the final grade for the course. Some in-class activities are completed online. There are no makeups for missing in-class activities.

• A short 30 point weekly quiz is provided every Monday at the beginning of class. Quizzes are objective in format and given during the first 10 minutes of the class. The material covered in the quiz is the material covered the proceeding week in class. The format is primarily objective (e.g., fill in the blank, true/false, multiple choice, or short answer). There is class after every quiz. Should you arrive after the quiz has been completed, you will not be given a quiz to complete. There are 12 scheduled quizzes during the semester. The **two lowest** quiz scores are dropped for a total of 300 possible points. Quiz format includes fill in the blanks, multiple choice, true/false, and short answer.

• **Examinations** will be given as scheduled. Examinations are not given early. There is an examination over the first third of the course material, the second third, and the final third. The first examination is **October 8th**, the second examination is on **November 12th** and a final over the last weeks of the semester on **December 17th at 8:00-10:00**. All examinations are worth 100 points each for a total of 300 possible points. The date for the final will **not** be changed. The final will **not** be given early. Examination format is primarily objective questions including multiple choice, fill ins, and true-false.

**GRADING**

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
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<tbody>
<tr>
<td>10 Quizzes (30 points each)</td>
<td>300</td>
</tr>
<tr>
<td>First exam</td>
<td>100</td>
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<tr>
<td>Second exam</td>
<td>100</td>
</tr>
<tr>
<td>Final exam</td>
<td>100</td>
</tr>
<tr>
<td>10 In-class assignments</td>
<td>100</td>
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<tr>
<td>Total possible</td>
<td>700</td>
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**A 92%↑ A- 90%↑**
Signifies achievement that is outstanding relative to the level necessary to meet course requirements

**B+ 87%↑ B 80%↑**
Signifies achievement that is significantly above the level necessary to meet the course requirements

**C+ 77%↑ C 70%↑ C- 69%↑**
Signifies achievements that meets the course requirements

**D 67%↑**
Signifies achievements that is worthy of credit even though it fails to meet course requirements

**F 66.9%↓**
Indicates coursework was completed but at an achievement level unworthy of credit. Academic dishonesty on any one examination or quiz is also sufficient for an F in the course.

**TENTATIVE CLASS SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Quiz and Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>Understanding Fashion</td>
<td>Stone Ch. 1 &amp; 2</td>
<td>Quiz: Sept 8</td>
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<tr>
<td>3</td>
<td>Morality and ethics</td>
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<td>Quiz: Sept 15</td>
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<tr>
<td>4/5</td>
<td>Fashion change /Adoption and diffusion of Innovations</td>
<td>Stone Ch. 3 &amp; 4</td>
<td>Quiz: Sept 22; Sept 29</td>
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<tr>
<td>6</td>
<td>Effect of fashion images on body image, satisfaction</td>
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<td><strong>Exam: Oct 8</strong></td>
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<tr>
<td>7</td>
<td>Scope of the Industry: Developing an Apparel line/Product Development/Sweatshops and Labor issues</td>
<td>Stone Ch. 7</td>
<td>Quiz: Oct 13</td>
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<tr>
<td>8</td>
<td>Development of Brands</td>
<td>Stone Ch. 7</td>
<td>Quiz: Oct 20</td>
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<tr>
<td>9</td>
<td>Historical Background on Development of Industry</td>
<td>Stone Ch 8/9</td>
<td>Quiz: Oct 27</td>
</tr>
<tr>
<td>10</td>
<td>Retail Outlets/Strategies</td>
<td>Stone Ch.17</td>
<td>Quiz: Nov 3</td>
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<tr>
<td>11</td>
<td>Retail Strategies</td>
<td>Stone Chapter 18</td>
<td><strong>Exam Nov 12</strong></td>
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<tr>
<td>12</td>
<td>Why people shop/impulse buying</td>
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<td>Quiz: Nov 17</td>
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<tr>
<td>13</td>
<td>Non-normative consumption: Compulsive buying</td>
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<td>Quiz: Nov 24</td>
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<tr>
<td>14</td>
<td>Shoplifting /Merchandise borrowing</td>
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<td>Quiz: Dec 1</td>
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<tr>
<td>15</td>
<td>Non-normative consumption: Shoplifting; Merchandise Borrowing</td>
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<td>Quiz: Dec 8</td>
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<td></td>
<td><strong>Final Exam:</strong> December 17 at 8:00- 10:00</td>
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