

RM 1201 Fashion, Ethics, and Consumption

Department of Design, Housing, and Apparel
College of Design, University of Minnesota

Section Number: RM 1201

Semester and Year: Spring 2017

Credits: 3 credits

Classroom: Online

No final exam will be given

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Office hours Wed 1:00-2:00pm or by appointment

OVERALL COURSE DESCRIPTION/ OBJECTIVES

A liberal education has the goal of preparing students develop both practical skills such as problem-solving, ability to effectively communicate, and the ability to apply information to everyday life as well as to develop a sense of who they are as citizens of a community. This course has been designed specifically for first year students to reflect on the ethical perspectives that shape decision making about an everyday product: apparel. The apparel industry is the context used to examine our own ethical viewpoints and the meaning of citizenship. We document how public engagement has impacted the moral issues that historically evolved within this industry and how public engagement can be used to shape and change contemporary industry practices. Specifically students address the following: what is the concept of ethics and how does it differ from other related terms (e.g., morality, legality, self-interest, codes of conduct)? What are common ethical viewpoints and how have they developed? What ethical view(s) most closely align with their own? How did they develop their view(s)? What does it mean to behave ethically? How does a shared ethic develop within a community or organization? What is corporate culture? How does the culture of an organization promote ethical behavior? How do problems evolve within the apparel industry and what role does ethics and engagement in everyday life play in perpetuating or solving these problems?

COURSE PREREQUISITES

None

TEXTBOOK

1. Paulins, A., & Hillery, J. (2009) *Ethics in the fashion industry*. New York: Fairchild Publications. (Required)
 2. Timmerman, K. (2012). *Where am I wearing: A Global tour to the countries, factories, and people that make our clothes* (2nd ed.). Hoboken, NJ: John Wiley & Sons. (Required)
- (Additional readings and resources are available on the Moodle site.)

EXPECTED OUTCOMES

By the end of the term students will be able to:

1. Identify different ethical perspectives, their origin, and evolution.
2. Reflect, question, re-establish your own moral viewpoints as they relate to purchase, use, and disposal of apparel.
3. Describe and recognize moral problems linked to the design, production, retailing, consumption, and disposal of apparel.
4. Recognize the effectiveness of public engagement in addressing and solving contemporary problems within the apparel industry.
5. Apply knowledge of ethical viewpoints to contemporary problems within the apparel industry and offer solutions.
6. Apply knowledge of ethical viewpoints to contemporary problems associated with apparel consumption and offer solutions.

ATTENDANCE

This course is an online class. It is important that students regularly check the course site. Class materials such as lecture notes and readings and assignment/exam grades will be posted on the site.

WORKLOAD

Either quiz or exam will be given every week. Weekly assignments also include writing projects, journal, and discussion forum participation. It is anticipated that students should allocated 3-6 hours per week to complete the required work.

COURSE POLICIES

Due dates

NO LATE WORK WILL BE ACCEPTED. In the event of emergency, notify the instructor BEFORE the date/time the assignment is due.

Policy for Missed Exams and Make Up

A student, who cannot take an examination on the scheduled date, for any documentable reason recognized by University policies, will be provided the opportunity to make up the 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. Proof of such incidences should be original and official documents. Personal letters or copied documents are not acceptable. Doctors' visits due to minor illness cannot be a legitimate excuse. REQUESTS FOR MAKE UPS DUE TO AN EMERGENCY MUST BE RECEIVED BY E-MAIL BY MIDNIGHT ON THE SCHEDULED EXAM DATE. Email the instructor that you are unable to take the examination on the scheduled date. 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 the instructor as soon as possible. Makeup examinations must be completed before the next scheduled examination. Makeup examinations are not the same as the examination given at the regularly scheduled time.

There are no make ups on weekly quizzes. Because there are no make ups for weekly quizzes, the lowest quiz score is dropped from the calculation of your final grade for the course. This allows you to miss one quiz for any reason.

Online course component

To obtain online course materials and participate in course activities go to moodle.umn.edu. You will need your login name and X-500 password, then select RM 1201 and you should be able to access all relevant course materials. Moodle is where all grades are posted and the location of examinations, assignments, videos, and postings required for this course.

Grading Appeals

You may appeal your grade on any assignment or exam within ONE WEEK of the time your grade is posted on Moodle. All appeals must be computer generated and include the reason for the appeal and any sources that support your appeal. Keep in mind how grades are defined. If you complete all the necessary requirements for an assignment, that merely means your work is satisfactory, which is defined as C. If you wish to get a better grade than a C, you will have to be above being satisfactory and aim to wow the classmates and the instructor.

Student Release of Work Statement

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

UNIVERSITY POLICIES

Scholastic Dishonesty and Student Conduct Code

- 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. Refer to http://www.oscai.umn.edu/integrity/scho_dishonest.html

- http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Statement on Climate of Inclusivity

- You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.
- http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf

Use of Class Notes and Materials

- <http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Sexual Harassment

- <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

Academic Freedom and Responsibility

- http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

Availability of Disability and Mental Health Services

- If you have any special classroom requirements please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations.
- Student Academic Success Services, 340 Appleby Hall, 612-624-3323
- Counseling/Consulting Services, 199 Coffey Hall, 612-624-3323
- Disability Services, 180 McNamara, 612-626-1333
- Center for Writing, 10 Nicholson Hall, 612-626-7579
- <http://ds.umn.edu/student-services.html> and <http://www.mentalhealth.umn.edu>

Academic Services

- If you would like additional help, please contact one of the offices listed below.

Student Writing Support: <http://writing.umn.edu/sws/index.html>

Student Academic Success Service: <http://www.uccs.umn.edu/>

GRADING STRUCTURE

Grades are assigned on the basis of total points earned for the course. I will compute the final grade by dividing the total number of possible points by the total number of points that you have earned on the exams, quizzes, two-page writing assignments, journal assignment, in-class activities, and professional development activity. The resulting percentage will determine the final grade according to the following scale:

A	94% : Signifies achievement that is outstanding relative to the level necessary to meet course requirements
A-	90%
B+	87% : Signifies achievement that is significantly above the level necessary to meet the course requirements
B	84%
B-	80%
C+	77% : Signifies achievements that meets the course requirements; Satisfactory
C	74%
C-	70%
D+	67% : Signifies achievement that is worthy of credit even though it fails to meet course requirements
D	60%
F	<i>59.9% and Below</i> : Indicates coursework was completed but at an achievement level unworthy of credit.

COURSE REQUIREMENTS AND EVALUATION

Your final course grade will be based upon:

1. Exams (3 @ 100 points each = 300 points)

There will be three (3) exams during the semester. Examinations are not given early for any reason. All examinations are given online via the Moodle site. You are given 60 minutes to complete the examination at anytime **between 8am and 11pm on the scheduled date**. Examination format is primarily objective questions including multiple choice, fill ins, true-false, and short answer.

2. Weekly quizzes (11 @ 10 points each = 110 - lowest graded quiz = 100 points)

There are 11 quizzes during the semester. The lowest quiz score is dropped in the calculation of your final grade for the course. There are no quizzes during an examination week. All quizzes are given online via the Moodle site. You are given 10 minutes to complete a quiz at anytime between **8am and 11pm on the scheduled date**. The quizzes are based on the material covered the proceeding week in class. This material includes all assigned readings and videos. The format is primarily objective (e.g., fill in the blank, true/false, multiple choice, or short answer).

3. Two-page writing projects (3 @ 25 points each = 75 points)

There are three 2-page writing assignments worth 25 points each. Each assignment is due by the date and time indicated. Assignments and detailed instructions are available on the class **moodle site**. You are required to upload your work on the Moodle site by Thursday 11 PM.

4. Where am I Wearing journal (5 @ 10 points each = 50 points)

There are five Where am I Wearing journal assignments worth 10 points each. Assignments and detailed instructions are available on the class **moodle site**. You are required to upload your work on the Moodle site by Thursday 11 PM.

5. Discussion Forums (4 @ 10 points each = 40 points)

To participate in online **forums (group discussions)** you will be divided into groups of 5-6 students. Each discussion forum takes 2 weeks. You are required to post your response to a given topic in the first week and then respond to other students' answers in the following week. Responses will be highly graded when they use logical evidences from course material or practical evidences with reference (e.g. news, magazine, website..) Forums and group discussion topics may include assigned reading materials, case studies, or current issues in the industry. There are four forums during the semester and each forum is worth 10 points. There are no makeups for non-participation in a forum/group activity. You are required to write your response on the Moodle site by Thursday 11 PM.

6. Extra credit opportunities (? @ 5 points each = ? points)

There may be opportunities for extra credit throughout the semester. Successful completion of each opportunity will be worth up to five (5) points.

WEEKLY SCHEDULE

It is your responsibility to keep track of your schedule and complete given assignment on time. Weekly assignments and additional materials will be noticed on **Monday** by email. All course assignments and materials (e.g., readings, videos, chapter questions, discussion forum topics) except the quizzes and examinations are opened every Monday for the following week. (e.g., open January 16th for the week of January 16-22).

Exams, quizzes and assignments are due on **Tuesday and Thursday** every week. You will need to plan your time and remember you are taking an online course to be successful in this course.

Tuesday by 11:00 PM: Exam/ Weekly Quiz

Thursday by 11:00 PM: Writing Project/ Journal Entry/ Discussion Forum

TENTATIVE SCHEDULE

Date	Topic	Quiz, Exam, & Assignments	Reading
1/17 Week 1	Course overview What is ethics?	Read the syllabus!	Ch#1 (P & H)
1/23 Week 2	Overview of the fashion industry What is fashion?	Quiz #1	“Nature of Fashion” (Moodle) “The Movement of Fashion” (Moodle)
1/30 Week 3	Ancient Greek ethics & Natural Law ethics What is ethics? Why study ethics? Why be concerned about civic engagement? How does the concept of ethics differ from related terms?	Quiz #2 Writing project #1 due	Ch#1&2 (Mellert—Moodle)
2/06 Week 4	What is corporate culture? How does an apparel company’s corporate culture impact employees? Customers? How is corporate culture communicated to employees? To the public?	Quiz #3 Forum #1-1 Journal entry #1 due Where am I Wearing (WAIW) Ch #1-3	Ch#2 (P & H)
2/13 Week 5	Fashion companies	Exam #1 (2/14) Forum #1-2	Ch #3 (Mellert—Moodle)
2/20 Week 6	What is branding? Deontological Ethics	Quiz #4 Forum #2-1	Ch#4 (P & H)
2/27 Week 7	Manufacturing Where does my clothing come from? How is my clothing made? What is clothing made from? What role can recycling have in the apparel industry? Who supplies the labor? What are sweatshops? What is sustainable apparel production? What is fair apparel production? How has public engagement altered apparel production practices?	Quiz #5 Forum #2-2 Journal entry #2 due WAIW—Ch #4-11	Ch#5 (P & H)
3/6 Week 8	Contractarian ethics	Quiz #6 Writing project #2 due	Ch #4 (Mellert—Moodle) Ch#6 (P & H)
3/13 Week 9	Spring Break	No quiz, No assignment	No reading
3/20 Week 10	Existentialism	Quiz #7 Journal entry #3 due WAIW—Ch #12-18	Ch #5 (Mellert—Moodle)
3/27 Week 11	Utilitarianism	Exam #2 (3/28)	Ch #6 (Mellert—Moodle)
4/3 Week 12	Advertising & Promotion What are the effects of advertising on the public? How is fashion advertised (sold) to consumers? How have people been used to sell apparel? Why must I keep buying?	Quiz #8 Forum #3-1	Ch#7 (P & H)
4/10 Week 13	Pragmatism	Quiz #9 Forum #3-2 Journal entry #4 due WAIW—Ch #19-25	Ch 7 (Mellert—Moodle)

4/17 Week 14	Retailing & Selling From where can I buy my clothing? Can retailers be “trusted”? By what criteria do we assess good citizen of the community? What retailers are good citizens? What if any responsibilities do retailers have to the community beyond offering goods and services?	Quiz #10 Writing project #3 due	Ch#8 (P & H)
4/24 Week 15	Consumption	Quiz #11 Forum #4-1 Journal entry #5 due WAIW—Ch #26-30	“Impulsive buying” (Yurchisin & Johnson) - Moodle “Compulsive buying” (Yurchisin & Johnson) - Moodle
5/1 Week 16	Fraudulent Consumer Behavior	No Quiz Forum #4-2	Ch#9 (P & H)
5/8 Week 17	Final Exam	Exam #3 (5/9)	