

# FASH268- FIELD STUDY: THE MARKET CENTER

NYC

Johnson County Community College  
Fashion Merchandising and Design Program - Business Division

FASH 268

Friday 9:00am – 10:50am

Spring2019

OCB374

*Instructor:* Audrey Michaelis  
*Office Hours:* OCB303 – Mon-Thur 8:00am-9:00am, Thursday 1-2:00pm, and by appointment  
*Office Telephone:* 913.469.8500 x.3109  
*E-mail:* [amichae8@jccc.edu](mailto:amichae8@jccc.edu)

## COURSE DESCRIPTION

Upon successful completion of this course, the student should be able to identify and distinguish between national, regional and local retail market centers. In addition, the student should be able to explain the importance of market centers, analyze the marketing mix of selected retailers and describe uses of fashion auxiliary services. This is a suggested course for the Fashion Merchandising program. 3 hrs. lecture/wk. This course is typically taught in the spring semester.

## COURSE INFORMATION

Credit Hours 3

Prerequisite and/or Co-requisite FASH121

Course Structure This class is a hybrid course - and will be a combination of online activities, face to face classes and field study travel to New York from April 3-7<sup>th</sup>. We will meet 3 times prior to traveling and once upon returning. *Face to face class dates are listed below and more detailed info found under course outline.*

- |                |             |
|----------------|-------------|
| 1. January 25  | 3. March 29 |
| 2. February 22 | 4. April 19 |

## COURSE OBJECTIVES

*Upon completion of this course, students will have the ability to:*

1. Define and use vocabulary relating to the market environment.
2. Explain the importance of market centers.
3. Develop a schedule for market week which is realistic and productive.
4. Identify, describe and evaluate the marketing mix of five selected retail leaders.
5. Differentiate between a manufacturer and a jobber.
6. Discuss manufacturing capabilities and limitations.
7. Differentiate among budget, moderate, upper moderate, designer and couture goods with a wholesale market.
8. Identify and discuss current styles and trends in apparel design, textiles, and colors.
9. Differentiate among characteristics of national, regional and local markets.
10. Identify specialized uses of fashion auxiliary services.

## WITHDRAWALS

April 15, 2019 is the last day to request a pass/fail grade option or to withdraw with a "W" from a full semester course.

## LATE WORK AND MAKE UP POLICY

FMD Department Policy: **ABSOLUTELY NO LATE WORK.** Projects or assignments are NOT accepted after the due date unless arrangements have been made with the professor in advance. Missing assignments result in a zero.

## COURSE REQUIREMENTS

1. Complete all class assignments by the assigned due date. In class assignments cannot be made up. You must be in class to receive the points for these assignments. *No exceptions.*
2. ALL necessary project components/supplies/files must be brought to each class.
3. Your grade is available online at all times; reviewing and keeping track of your grade is your responsibility. Per state FERPA laws, grades can only be shared through JCCC approved methods or in person. Grades cannot be emailed or shared by phone with anyone.
4. Students are responsible for keeping all returned projects and evaluations until the final grade is determined.
5. The instructor and JCCC are not responsible for items left or lost during the course trip or throughout the semester. Any projects or personal items left beyond finals week will be considered a contribution to the program. Please label all your personal supplies.
6. It is your responsibility to review the online course materials and read your JCCC e-mail regularly to stay informed.
7. Completion of the Sexual Harassment Training is required prior to traveling.
8. Students must abide by the JCCC Student Code of Conduct while traveling. More details below.

## STUDENT CODE OF CONDUCT

Students are bound by all sections of the JCCC Student Code of Conduct - <http://www.jccc.edu/about/leadership-governance/policies/students/student-code-of-conduct/index.html> as well as the Student Handbook - <http://www.jccc.edu/student-resources/student-handbook.html>

## ACADEMIC DISHONESTY, CHEATING, OR PLAGIARISM

Academic Misconduct of any form will NOT be tolerated! Any plagiarism, as outlined in the [Student Code of conduct 319.01](#) Academic Dishonesty, Cheating or Plagiarism), could result in a Failing grade for the course.

## COUNSELING RESOURCES

For academic, careers, and personal counseling, visit the JCCC Counseling Center on the second floor of the Student Center or visit <https://www.jccc.edu/student-resources/personal-counseling/index.html>.

## ADA COMPLIANCE

JCCC provides a range of services to allow persons with disabilities to participate in educational programs and activities. If you are a student with a disability and you will be requesting special accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to the professor and her director. The professor and director will identify for you which accommodations will be arranged. If you desire support services, contact Access Services, 202 Student Center, or by telephone at (913) 469-8500 x3521 or (913) 469-3885 TDD. More information can be found online at <http://www.jccc.edu/about/leadership-governance/policies/accessibility-statement.html>

## TRAVEL FOR CREDIT: PAYMENT POLICY

Prior to class registration a nonrefundable deposit is due. Registration fees are not included in cost of travel. All payments must be made online via Business office link. You will not be able to travel unless you are paid in full 1 week prior to departure. As stated in course documentation you are liable for the costs of the trip once purchased and any purchased items are non-refundable. All deposits fully refunded in the event of trip cancellation. Total Cost of trip can change based on # of enrolled students.

## ATTENDANCE

- Students are expected to be punctual and attend ALL 4 face to face classes. Attendance is required with no exceptions. If you are unable to attend a class; it is your responsibility to contact the professor and make any necessary arrangements IN ADVANCE.
- Your attendance and active participation are vital to success in this course. Missing a face to face class for this course is grounds for being dropped from the class.
- Students under obligation to participate in jury duty, a generally recognized religious observance, and/or activities where they are required to represent the college must give written notice to the instructor at least one week in advance of the observance.
- Review the JCCC Student Attendance Policy details at <http://www.jccc.edu/about/leadership-governance/policies/students/academic/attendance.html>
- Students are expected to read all assignments and complete online activities prior to class time and come prepared to contribute to class discussion and participate in class activities.

## CAMPUS SAFETY

Classroom and campus safety are of paramount importance at Johnson County Community College, and are the shared responsibility of the entire campus population. Please review the following:

- Report Emergencies: to Campus Police (available 24 hours a day)
  - In person at the Carlsen Center (CC115)
  - Call 913-469-2500 (direct line) – *Tip: program in your cell phone*
  - Phone app - download JCCC Guardian (the free campus safety app: [www.jccc.edu/guardian](http://www.jccc.edu/guardian))
    - instant panic button and texting capability to Campus Police
  - Anonymous reports to KOPS-Watch <http://www.jccc.edu/student-resources/police-safety/kops-watch-reporting-site.html> or 888-258-3230
- Be Alert:
  - You are an extra set of eyes and ears to help maintain campus safety
  - Trust your instincts
  - Report suspicious or unusual behavior/circumstances to Campus Police (see above)
- Be Prepared:
  - Identify the red/white stripe Building Emergency Response posters throughout campus and online that show egress routes, shelter, and equipment
  - View A.L.I.C.E. training (armed intruder response training - Alert, Lockdown, Inform, Counter and/or Evacuate) – Student training video: <https://www.youtube.com/watch?v=kMcT4-nWSq0>
  - Familiarize yourself with the [College Emergency Response Plan](#)
- During an Emergency: Notifications/Alerts (emergencies and inclement weather) are sent to all employees and students using email and text messaging
  - students are automatically enrolled, see [JCCC Alert - Emergency Notification](#)
- Weapons Policy: Effective July 1, 2017, concealed carry handguns are permitted in JCCC buildings subject to the restrictions set forth in the Weapons Policy. Handgun safety training is encouraged of all who choose to conceal carry. Suspected violations should be reported to JCCC Police Department 913-469-2500 or if an emergency, you can also call 911.

## PREFERRED METHOD OF COMMUNICATION

Emails are the preferred method of communication for this course. Office hours are also available to assist you and appointments can be made in advance to meet outside of designated office hours.

## INSTRUCTOR RESPONSE TIME

Messages will be returned within 24-48 hours. Responses to messages sent after 3pm or on weekends may not be returned until the next regular business day

## COURSE EVALUATION & GRADING SCALE

Assignments/Quizzes/Activities	25%
Project	20%
Market Center Industry Appointments	40%
Travel Journal	15%

## Course Grade Distribution:

Percentage	Grade
90-100%	A
80-89%	B
70-79%	C
60-69%	D
59% and under	F

## TENTATIVE COURSE OUTLINE

*NOTE: Assignments and due dates may change from the schedule below.*

Meet in Classroom F2F**	Week of	TOPIC/ ASSIGNMENT	ASSIGNMENT
<b>OCB374 **</b>	Jan 25	1	Hold Harmless Agreement Student Information Sheet Code of Conduct Broadway
	Feb 8	2	Map Study Subway Study
<b>OCB374 **</b>	Feb 22		NYC Project
	March 8		NYC Projects – Peer Reviews
	March 22		Market Centers & NYC Garment District History BONUS Discussion
<b>OCB374 **</b>	March 29		What to Pack and Itinerary Group Communication Travel/Journal Assignment
	<b>April 3-7</b>	<b>NYC TRAVEL : APRIL 3-7<sup>th</sup></b>	
<b>OCB374 **</b>	April 19		Market Center Recap Business Communication; Thank You notes