INSTRUCTOR: Dr. Tammy Kinley
OFFICE: 342D Chilton Hall
PHONE: 940-565-4842 (office); 940-565-2436 (Department)
E-MAIL: Tammy.Kinley@unt.edu
OFFICE HOURS: By appointment only
Please email to make an appointment.

COURSE DESCRIPTION (3 hrs):
Overview of the European fashion and apparel industry with special emphasis on costume history and fashion trend analysis specifically in Paris, France and London, England. This course covers a concentrated overview of developments in 20th century fashion and the relationships between the movements in art, design, and popular culture.

COURSE OBJECTIVES: Upon completion of this course, a student should be able to:
- Examine the impact of the economic, social, and political environments on fashion change
- Analyze major global trends and their impact on market conditions
- Evaluate the competitive status of the U.S. merchandise sector within the context of the global economy
- Identify current merchandising and retail trends
- Examine the impact of the economic, social, and political environments on fashion change.
- Appreciate fashion design as it relates to art.
- Integrate qualitative evaluation in the critical analysis of costume and exhibition.
- Visualize a specific time period and/or culture through the use of historical garments and artifacts.
- Determine relationships between artifacts and the surrounding environments (the cultural setting, the exhibit, the props, etc.)
- Employ segmentation strategies to determine consumer demand in the diverse, global marketplace
- Articulate how different company cultures can impact the consumer outcome
- To investigate trade policy in the context of sourcing merchandise
- Gain an understanding of merchandising career roles and responsibilities
STUDY ABROAD OBJECTIVES:
- To learn to communicate ideas across cultures with a diversity of perspectives
- To be provided an opportunity outside of the classroom to communicate and network
- To analyze major global trends and their impact on market conditions and emerging economies
- To develop an appreciation of other cultures and ways of life

Required Text:
Required readings will be posted on Blackboard. They will be covered in pre-trip meetings.

Prerequisite: Students must present a copy of their transcripts at their interview with Dr. Pookulangara or Dr. Kinley. Students must be a major in merchandising, home furnishings, or digital merchandising, have advanced standing in the major, or consent of faculty. Seniors will be given preference.

Each prospective student will also need to attend a mandatory interview with Dr. Pookulangara or Dr. Kinley prior to acceptance into this class.

ATTENDANCE
Because this is a class that requires constant discourse and interaction, attendance is absolutely mandatory. A supplemental policy document delineating specific expectations will be distributed.

You are responsible for attending each class meeting prior to departure and after departure. Attendance is taken on a regular basis for all activities related to the study tour, and will influence your final grade. University attendance regulations are enforced. See the UNT Bulletin for policy information.

All students are required to participate in all scheduled events, tours, and meetings associated with this class in the U.S. and abroad. Businesses sometimes must change schedules or we must make alternative plans due to weather and other reasons—be prepared to be flexible. In a professional environment, attendance and punctuality are expected and are particularly important in a learning and living community, such as a study abroad program.

It is critical that you are prompt and prepared for departures so that we can arrive as scheduled for our appointments. Please understand that we cannot wait for late students. Students are expected to arrive prior to the departure time in the designated area, dressed appropriately.

Missing an activity and/or being late will seriously impact your grades in this program. It is the responsibility of each student to safeguard his or her own health and well-being in order to be engaged during all academic activities. Being engaged means that you are actively listening, asking relevant questions, and giving the speaker your complete attention. Students are expected to actively participate in all course activities, appointments, social and cultural activities, and
other events planned for the group

During industry tours it is sometimes difficult to hear. Therefore, it is important that you “keep pace” with your group and move closer to the speaker so those behind you can hear. Taking notes is essential as it provides needed information for your course assignments. Participation comprises a high percentage of your study abroad grade.

This learning environment may be the most exciting and intellectually stimulating you have yet experienced. It is important to present yourself (dress and behavior) appropriately at all times. You are representing not only yourself, but also your university, and your country.

Attendance at the pre-departure class meetings and the final orientation are required and points are attached to attendance.

Three percent (3%) of your overall grade will be reduced EACH TIME there is an attendance/behavior related issue. Some of the activities that can lead to a decrease of grade include:

1. Running late for any appointment, including group meals and coach transfers
2. Not paying attention while on a tour
3. Falling asleep
4. Being on your mobile device
5. Being loud and using bad language
6. Other – this list is not exhaustive

ASSIGNMENT & PROJECT DUE DATES
Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in the prior to class or prior to the cut-off date on Blackboard. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

- **BLACKBOARD SUBMISSIONS:** You may ONLY submit Word files (docx, doc), PDF files, Power Point files (ppt), and jpeg files via Blackboard. ALL other types of files will not be accepted because we cannot open them!!! If we cannot open your assignment because you sent something other than what is listed above, you will take a zero on the assignment. I will not allow for resubmissions, emailed assignments, nor hardcopies. Be sure to check your file type before final submission onto Blackboard!

- Remember, there may be a time discrepancy between your home computer and the Blackboard system. Therefore, it is imperative to submit ALL assignments well before the cut-off time.

- I do not accept assignments via email, unless otherwise specified. Do not assume that if you emailed me your work, that I am accepting it.

- All assignments and projects must follow APA formatting (refer to the APA tutorial and guidelines on Blackboard, or purchase the APA Publications Manual). I will
not grade assignments/project that do not have reference pages AND in-text citations.

- **All assignments must be typed, double-spaced and with a 12-point font.** Points will be deducted from assignments that do not follow these instructions.

**QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973**

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the Americans with Disabilities Act (ADA) does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable.

Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu/. You may also contact ODA by phone at 940.565.4323.

**COURSE SAFETY STATEMENTS**

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical...
facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY
Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

GRADE DETERMINATION

All Students:

**Pre-trip meetings (10 points for 5/13; 30 points for 5/14; 40 points total)**
Each student will be required to attend meetings prior to departure for Europe. Additionally, information meetings will be held throughout Spring Semester 2019. These meetings are intended to prepare students for the cultural experiences they will have in Dublin, Paris and London, provide pertinent information on traveling abroad (to and within Europe), basic survival French, deliver course content, discuss course/project expectations, discuss course readings, and any other information deemed necessary by the instructor.

**Illustrated Journal (160 points) * See attachment for further instructions**
Each student will create an illustrated (photographic) journal of his/her European Study Abroad experience. Record your thoughts “as you go” or you may find that you cannot keep all the information as clearly delineated as you would like. A journal you can carry with you to appointments is highly recommended.

The purposes of the assignment are to:

a. Demonstrate your understanding of the merchandising process in an international context,

b. Give evidence of your understanding of the retail merchandising practices in other countries,

c. Illustrate your perspective of the cultures and people of France, the UK, and Ireland,

d. Develop your aesthetic thoughts inspired by this travel,
e. Record information about developing trends, and
f. Reflect on your study abroad experience.
Secondary purposes are to provide contact information for future networking and a tangible reminder of your Europe experience.

**Post-trip Discussion (25 points)**
All students will be required to participate in a discussion where we recap, share, and present observations and reflections to the class. This will be a discussion, so by definition, not a post-and-forget-it!

**Camden Town Scavenger Hunt (10 points)**
All students are asked to participate in a photo-scavenger hunt in Camden Town, London. Specific photos requested are in Bb.

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**All Undergraduates:**

**Costume Exhibit Assignments (4 @ 20 points each)** Additional information will be provided in class.

**Other On-site Assignments: (Variable)** Students may be required to complete assignments at various appointments and visits in Europe. These will be submitted on Blackboard once back in the States.

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**All Graduate Students:**

**Fashion Trend Presentation: (1 @ 50 points)** Each graduate student will submit and present a review of upcoming trend as it impacts American fashion. Specific guidelines will be provided separately from this syllabus.

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**Grade Determination**

**Grade Scale:** Grades are not curved. The final semester grade will be determined as follows:

- 90 - 100% = A
- 80 - 89% = B
- 70 - 79% = C
- 60-69% = D
- Below 60% = F

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**Tentative Calendar**
Assignments are due in Blackboard at 11:59 PM on the dates indicated. Students are encouraged to submit assignments early while the memories are fresh.

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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Description / What is due?</th>
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<tbody>
<tr>
<td>Monday, May 13</td>
<td>Class meeting</td>
<td>Itinerary and last details</td>
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<td>Visual Merchandising Case Study</td>
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<tr>
<td>Tuesday, May 14</td>
<td>Class meeting</td>
<td>4004/5000 Assignments</td>
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<td>Historic Costume</td>
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<td>Fashion Theory</td>
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<td>Saturday, May 18</td>
<td>Arrive in Paris</td>
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<td>Sunday, May 18 – May 22</td>
<td>See Itinerary for details about appointments</td>
<td>Paris</td>
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<td>Thursday, May 23 – May 26</td>
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<td>Dublin</td>
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<td>Tuesday, May 27 – June 1</td>
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<td>London</td>
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<td>Sunday, June 9</td>
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<td>Post-Trip Discussion Due (All)</td>
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<td>Sunday, June 9</td>
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<td>Museum Assignments Due in Bb (Undergraduates only)</td>
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<td>Sunday, June 16</td>
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<td>Fashion Trend Presentations Due (Graduates only)</td>
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<td>Sunday, June 16</td>
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<td>Camden Town Scavenger Hunt (All)</td>
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<tr>
<td>Sunday, June 23</td>
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<td>Illustrated Journals Due (All)</td>
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