KINGSBOROUGH COMMUNITY COLLEGE
BF9229 Field Experience
Course Syllabus
Online S Discynchronous Wednesday 11:30-1PM
Office Hours:
Prof.

Spring 2022
3 Credits / Department Permission required for Enrollment

Course Description - a capstone course for Retail Merchandising Majors with a fashion or marketing concentration. Exploration of the opportunities in the business of fashion through a series of guest speakers and lectures that will address student questions and share real time experiences with the students opening potential career paths. On site visits will be planned as appropriate. Lessons will offer assignments that scaffold to creating career awareness leading to a final in class "interview" process with a resume, cover letter and verbal pitch delivered.

Outcomes
1. A presentation of various career paths in the many businesses of fashion to allow for a full understanding or how to apply interest, talent and experience.
2. Understanding the “landscape” of the current state of fashion: market trends, economic trends, societal impacts, and life in a pandemic world.
3. To develop an objective understanding of relationships in a professional setting.
4. Engagement with guest speakers who will bring the industry to the classroom and allow students to build a network and better understanding of the opportunities in the business of fashion.
5. Each student will create a perfect pitch that will share a professional identity that aligns with their career goals, empowering students to effectively present themselves.
6. The final oral presentation will be a completed resume, cover letter and professional pitch.

Instructional Methods
1. Class participation and engagement
2. Online Discussion Boards
3. Online Journals
4. Assignments
5. Speaker Prep Questions and Engagement
6. Final Presentation

Resources
   ISBN# 978-1-7333964-2-4
   Purchase at www.perfectpitchesbyprecious.com
   $19.99
2. www.kbcc.cuny.edu (Career Center Resources)
3.  [www.windowswear.com](http://www.windowswear.com) (Visual database of retail and e-commerce)*
5.  Featured Guest Speakers (6)
   3/16 Darshan Dress, Fashion Stylist, Costume Designer and Style Expert.
   4/6 Shamika Weekes-Perreira, Career Counselor, Center for Career Development and Experiential Learning, KBCC.
   4/13 Debbie Keiderer, Founder Chalk Dust Inc., Vanishing Hanger, Entrepreneur
   4/27 Connie Leal Ballenger, Creator & Founder LEAL Boutique, Columbus OH
   5/11 Maria Giella Poblocki, Creator & Founder, Giella Custom Color
   5/18 Precious Williams, International Speaker, Serial Entrepreneur and Author
   6/8 *Jon Harari, Co-founder & CEO, Windowswear
6.  Current articles from WWD and fashion publications.

**Methods of Evaluation and Values**

- Class Participation 10
- Discussion Boards 10 pts each (4) 40
- Trend Board 10
- Summary of WWD Sustainability 10
- Fashion Blog 10
- Final Project 20

1. **Access-Ability Services:** (D205, 718-368-5175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.
2. **Academic Dishonesty:** You are expected to do your own work. If you plagiarize someone else’s work (or allow yours to be copied) you will be graded with a ZERO or course failure. (KCC’s plagiarism [www.Kingsborough.edu](http://www.Kingsborough.edu))
3. ** Civility** and respect for others is essential in an academic environment. Any acts of harassment, and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.
4. **Electronics:** Your cell phone MUST be silent during class (and turned OFF during exams)! No texting! Any laptop/netbooks MUST BE USED solely for note-taking.

**Course Outline**

**Week One:** Wednesday March 9

Welcome to BF92: Syllabus, outline review.
   Introductions and class overview

**Week Two:** Wednesday March 16*
Fashion Styling, Photography and Costume Design
Week Three: Wednesday March 23
Digital Media & Visual Communication

Week Four: Wednesday March 30
Trend/Fashion Forecasting

Week Five: Wednesday April 6*
Sourcing & Production

Week Six: Wednesday April 13
Marketing for the Retailer

April 15-April 24: Spring Break

Week Seven: Wednesday April 27*
Retail Merchandising

Week Eight: Wednesday May 4
Visual Merchandising, Retail Design, and Interior Design

Week Nine: Wednesday May 11*
Beauty, Spa, and Wellness

Week Ten: Wednesday May 18*
Writing the Perfect Pitch

Week Eleven: Wednesday May 25
Looking back at The Perfect Pitch—what did we learn?
What interests you?

Week Twelve: Wednesday June 1
Final Presentations

Week Thirteen: Wednesday June 8*
LAST CLASS

*Denotes Guest Speaker (6)

NOTE: Civility and respect is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will NOT be tolerated.