

DEPARTMENT OF FAMILY AND CONSUMER SCIENCE

Chairperson: Dr. Jada Brooks (Interim)

Location: Gandy Hall, Room 215

Contact Information: (804)524-6351 | jebrooks@vsu.edu

Department Overview

The Department of Family and Consumer Sciences prepares students for diverse careers focused on improving individual and family life by offering programs leading to the **Bachelor of Science in Family and Consumer Science** with the following concentrations: **Dietetics** (Accreditation Council for Education in Nutrition and Dietetics - ACEND accredited); **Family, Child and Community Development (FCCD)**; and **Textiles Apparel, Merchandising and Management (TAMM)**. An ACEND accredited **Dietetic Internship** program is also offered and provides eligibility to take the national Registered Dietitian (RD) Examination. The Department provides a secondary education teacher endorsement in Family and Consumer Sciences.

Mission Statement

The mission of the Department of Family and Consumer Sciences is to provide quality educational experiences that prepare students to integrate the Family and Consumer Sciences body of knowledge into practice and who, are committed to applying these principles to individuals in our diverse society.

Accreditation

The Didactic Program in Dietetics (DPD) is accredited by the Accreditation Council for Education in Nutrition and Dietetics which (ACEND) is the Academy of Nutrition and Dietetics' accrediting agency for education programs preparing students for careers as registered dietitians (RD) or dietetic technicians, registered (DTR). ACEND serves and protects students and the public by assuring the quality and continued improvement of nutrition and dietetics education programs.

Department Goals

The goals of the Department of Family and Consumer Sciences:

- Ensure the advancement of students as competent professionals who understands the major concepts, theoretical and cultural perspectives, empirical findings and trends in Family and Consumer Sciences.
- Facilitate student achievement through engagement and application of the principles, language, and major theories of the discipline to demonstrate an understanding of the scope and comprehensiveness of the field of study.

- Promote leadership presence, strategic thinking, and professional development to reflect the vision, mission and values of the discipline.

Program Listings

Bachelor of Science in Family and Consumer Sciences

Concentration: Dietetics

The Didactic Program in Dietetics (DPD) is a concentration under the B.S. in Family and Consumer Sciences. The DPD is designed to provide foundational knowledge and skills as set by the standards of the Accreditation Council for Education in Nutrition and Dietetics (ACEND). The knowledge and skills consist of basic and working knowledge and demonstrable abilities in the content areas of communications, physical and biological sciences, social sciences, research, food, nutrition, management, and health care systems.

The DPD is one of the two Dietetics programs offered in the Department of Family and Consumer Sciences; the other program is the Dietetic Internship (DI). Graduates of the DPD are eligible to apply for an ACEND accredited DI. Successful completion of the DI provides eligibility to take the national Registered Dietitian (RD) Examination. To practice as an RD, one needs to pass the RD examination.

Concentration: Family, Child, and Community Development

Family Child and Community Development (FCCD) focuses on growth and development of the individual throughout the life span. It is designed to provide students with competencies necessary for improving the physical, emotional, physiological, and educational well-being of individuals and families. In addition, the program focuses on the study of interpersonal relationships within the family, social, physical, emotional, and cognitive changes during infancy, childhood, adolescence, and adulthood are emphasized. Career opportunities are offered in public and private human service agencies, and specialized facilities serving children, adolescents, adults, and families. A practicum and other volunteer work experiences are required.

Concentration: Secondary Education

The Family and Consumer Sciences Department provides students the opportunity to obtain a Teacher Endorsement for secondary education (6-12th) in Family and Consumer Sciences. The Teacher Education Endorsement concentration meets the requirements of the Virginia Department of Education. Programs of study at the secondary level include the following: fashion, child development, housing and interior design, culinary arts, nutrition and wellness, family relations, and financial management. The program focuses on preparing students for careers as teachers and employment in business, industry, and governmental agencies.

The Teacher Education Endorsement in Family and Consumer Sciences curriculum prepares individuals to serve effectively as secondary school teachers in Family and Consumer Sciences core areas of family, child development, nutrition and wellness, and fashion merchandising. Students will receive a Bachelor of Science degree in Family and Consumer Science, with a secondary education minor.

Concentration: Textiles, Apparel, and Merchandising Management

The Textiles, Apparel, Merchandising and Management (TAMM) program prepares students for a variety of careers in fashion and textile industries. Courses include History of Fashion, Fashion Illustration, Fashion Design and Principle of Marketing. Students learn how clothing is made and

marketed to the public and how decisions are made in the fashion industry. The program is designed to prepare students, via a broad yet focused education, for the diverse careers available in Textile, Apparel Design, and Fashion Merchandising and Management. Textiles, Apparel Merchandising & Management comprises three components Textile Technology, Apparel Design & Production, Fashion Merchandising & Management.

Course Requirements: Students majoring in all concentrations/ areas in Family and Consumer Sciences are required to pass all courses offered in the department with a grade of "C" or better for such grades to count towards their major curriculum requirements for graduation.

Minors (course details below):

- The **Minor in Textile, Apparel, and Merchandising Management (TAMM)** is open to students from other majors and is designed to provide a useful overview of the concentration and will enhance awareness regarding various fundamental aspects of the textile, apparel and merchandising management field. The additional investment in time will be an asset to a student graduating with a liberal arts or business degree and can be tailored towards their area of specific interest within the field.
- The **Minor in Family, Child, and Community Development (FCCD)** is open to students from other majors and is designed to provide a useful overview of the concentration and will enhance awareness regarding families, children, or communities. This minor will be an asset to a student graduating with a degree in Psychology or Social Work.

Certificate:

Nutrition and Dietetics

Major(s)

- Family and Consumer Science, Bachelor of Science with a Minor in Secondary Education (B.S.) (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/family-consumer-science-major-minor-secondary-education/>)
- Family and Consumer Science, Bachelor of Science with a Concentration in Family, Child and Community Service (B.S.) (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/family-consumer-science-major-family-child-community-service-concentration/>)
- Family and Consumer Science, Bachelor of Science with a Concentration in Dietetics (B.S.) (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/family-consumer-science-major-dietetics-concentration/>)
- Family and Consumer Science, Bachelor of Science with a Concentration in Textile, Apparel and Merchandising Management (B.S.) (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/family-consumer-science-textile-apparel-merchandising-management-concentration-bs/>)

Minor(s)

- Minor in Family, Child, and Community Development (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/family-child-community-development-minor/>)

- Minor in Textile, Apparel, and Merchandising (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/textile-apparel-merchandising-minor/>)

Certificate(s)

- Undergraduate Certificate in Nutrition and Dietetics (<http://catalog.vsu.edu/undergraduate/college-agriculture/department-family-consumer-science/certificate-nutrition-dietetics/>)

FAMILY AND CONSUMER SCIENCES Course Descriptions DIETETICS

DIET 101 NUTRITION CONTEMPORARY HEALTH ISSUES – 3 semester hours

This course presents basic principles for chronic disease prevention, provides scientific answers to questions found daily in the media regarding nutrition. Topics emphasized are basic functions of nutrients, biological nutrient requirements, and impact of gender, culture, ethnicity, social environment, and lifestyle on nutrition status and health.

DIET 210 INTRODUCTION TO HUMAN NUTRITION - 3 semester hours

An introductory course providing the basic principles of human nutrition, covering topics of

macro/micro-nutrient interactions, metabolism and energy balance, nutrient requirements through the life cycle. This course requires a technology based nutrient analysis project.

Prerequisite: BIOL 120 w/lab or equivalent

DIET 221 PRINCIPLES OF ANALYSIS OF FOODS- 3 semester hours

The course studies the fundamental processes underlying food selection, preparation, and preservation with practical selection application through laboratory experiences. Emphasis is on the composition and properties of food, food handling to retain nutrients, standards for acceptable products and food costs.

DIET 275 SEMINAR IN PRACTICE - 1 semester hours

Coursework present includes the study of the history, structure, and function of the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and current issues facing the profession. Students explore career options and laws, regulations and standards affecting dietetic practice.

DIET 311 NUTRITION THROUGH THE LIFECYCLE - 3 semester hours

A study of the nutritional requirements at different stages of the life span and the factors, which influence eating patterns, is presented in this course. Emphasis is placed on life cycle nutritional assessment and nutritional planning. Learning experiences in nutrition programs are required.

Prerequisites: DIET 310 Human Nutrition

DIET 322 MEAL MANAGEMENT - 3 semester hours

Menu development, styles of meal service, table appointments, food presentation and meal planning. Emphasis is given to the economics, efficiency, aesthetics and nutrition of meal service. Computerized nutritional and cost analysis of menus required.

Prerequisites: DIET 210, DIET 221

DIET 385 NUTRITIONAL BIOCHEMISTRY - 3 semester hours

The course is a study of energy metabolism and the role of nutritional factors. Students will discuss the composition of living matter and the chemical changes associated with nutritional status.

Prerequisites: CHEM 305, CHEM 307, DIET 210

DIET 410 NUTRITION COUNSELING PRACTICUM - 2 semester hours

Counseling skills applied to dietetic practice. Students will learn skills which Emphasizes interviewing and listening skills, surfacing underlying issues, motivation, behavior modification, supporting group processes, and documentation. Student counseling experiences required.

Prerequisite: DIET 311, PYSC 101

DIET 422 NUTRITION AND THE COMMUNITY - 3 semester hours

This course explores resources existing in governmental and voluntary organizations for working with nutrition problems. Include this course is the study of legislative process and historic and current nutrition legislation. Proposal writing and subsequent steps in establishing and managing community nutrition programs are discussed.

Prerequisites: DIET 311, DIET 322, STAT 210

DIET 424 ADVANCED HUMAN NUTRITION - 3 semester hours

The course discusses the recent research with its application to human nutrition. It also discusses the metabolic consequences of nutritional manipulation.

Prerequisites: DIET 385

DIET 431 MEDICAL NUTRITION THERAPY I - 3 semester hours

The study of nutrition services in the health care system and the nutritional care of the individuals during illness. It includes understanding of medical terminology, physiological changes in the disease states, nutrition assessment, developing plan of care, documentation, application of nutrition therapy in medical conditions, and total quality management of clinical nutrition. This is Part 1 of a two-part course.

Prerequisites: DIET 311, DIET 385

DIET 433 QUANTITY FOOD – 3 semester hours

Study and practice in planning, purchasing, preparing, and servicing food in quantities, and calculation the cost of portions and meals for large groups.

Prerequisites: DIET 210, DIET 221, DIET 322

DIET 435 ORGANIZATION AND MANAGEMENT OF FOOD SERVICES - 3 semester hours

This course provides students with the tools necessary to succeed in the dynamic and ever changing global hospitality industry. Includes focus on the principles of management and leadership, TQM, empowerment and team development processes, emphasis on leadership styles and models in the hospitality industry. Quantitative aspects of management and internal controls will be addressed with an overview of managerial financial concepts for decision-making and purchasing.

Prerequisites: DIET 322

DIET 489 PRACTICUM IN DIETETICS - 3 semester hours

The course studies the practical application of previously learned theories in Medical Nutrition Therapy, Food Service Management Systems, and other dietetics practice areas.

Prerequisites: DIET 431

Co-requisites: DIET 437

FAMILY AND CONSUMER SCIENCES

FACS 141 PERSPECTIVES ON PROFESSIONALISM - 1 semester hours

An overview of the profession of family and consumer sciences; introduces students to career expectations and opportunities; career

planning and strategies for successful decision-making. **FACS MAJORS ONLY.**

FACS 161 PRINCIPLES OF ART and DESIGN- 3 semester hours

This course is an introduction of the basic principles of design as they relate to fashion, residential and workspace environments. Special considerations will be given to visual design in a sensory and behavior context.

FACS 201 CONSUMER ECONOMICS - 3 semester hours

A study of how consumers interact in the global economic arena. The course provides perspectives in terms of consumer interest, the responsibilities of business, government, private voluntary groups as it relates to consumerism. It provides insights into the essence of consumerism in the present, past, and future. Additionally, the course explains government role in monetary policymaking. Finally, the course provides information to aid the consumer with regard to decision-making and financial management for individuals as well as families.

FACS 263 HOUSEHOLD FURNISINGS AND EQUIPMENT - 3 semester hours

The course instructs students on the concepts of housing and equipment, which include selection criteria, quality standards, operation and financial analysis for family decision-making. Additionally, students will investigate and examine the development of architectural styles, compare historical architectural, understand the function of housing, consider the trends in architectural and furniture design and explore features of furnishings that are characteristic of various historical periods. Finally, furniture placement with reference to floor plan, design, traffic flow using computer design is emphasized.

FACS 342 OCCUPATIONAL FAMILY AND CONSUMER SCIENCES - 3 semester hours

This course of study focuses on planning, implementing and evaluating Family and Consumer Sciences occupational education programs in chosen areas of occupational endorsement. In addition, this course explores leadership theory and practice in relation to theories and processes of innovation and change. It includes the opportunity to explore leadership techniques relevant to change management, entrepreneurship and innovation. You will be encouraged to use your own experience in leadership roles to inform discussion, inquiry, critical thinking and reflection.

Prerequisites: DIET 210, DIET 221, FCCS 301

FACS 401 INDEPENDENT STUDY – 3 semester hours

This is a course designed for students to work independently with an instructor on a topic interest. Students register for the course and schedule an appointment with advisor for project ideas, then present a written proposal describing a research paper or project.

FACS 402 TEACHING OF FAMILY AND CONSUMER SCIENCES - 3 semester hours

This course explores a historical prospective of Family and Consumer Sciences. Pre-candidates will develop an understanding of the specializations and concepts centered around the Family and consumer Sciences subject matter. Students will develop lesson plans, and materials utilized for teaching. Candidates will evaluate and analyze methods of teaching, conduct observations and assessment management practices for teaching various elements of Family and Consumer Sciences as well as the organization and role of public education in America. Emphasis will be given to the student diversity, the legal aspects of teaching, and governance. The course will highlight the

significance of FCCLA and FACS student associations. Current trends and issues will be included.

Prerequisite: EDUC 201, EDUC 202, or Instructor's Approval

FACS 403 HOME AND FINANCIAL MANAGEMENT - 3 semester hours

Democratic principles in family living constitute the basis on which the home management experience is planned. Areas of responsibility rotate to give family members experience in all phases of home life with emphasis upon management of time, energy and other resources. A practicum experience is conducted in the home applying the aforementioned concepts.

FACS 440 CONTEMPORARY APPROACH TO CURRICULUM AND TECHNIQUES 3 semester hours

This course provides a common core of experiences for all prospective teachers and trainers, which develops an understanding of the historical, philosophical, and sociological foundations underlying the development, organization and role of public and private education in America. Emphasis will be given to culture as a foundation, the legal aspects of teaching, and the governance, relation, organization, and support of public education. Contemporary trends and issues will be included.

FACS 461 HOUSING AND SOCIETY - 3 semester hours

The course is designed to explore contemporary issues related to family and housing. A study of the relationship of people's basic needs and values in relations to their housing is explored. Modern, rural, and urban living patterns as related to diversified societies and cultural backgrounds are studied. Additionally, housing needs and resources for the aged are also examined as well as a historical aspect of housing is also presented. Attention is given to aspects and to the factors relating to construction, architectural design, regulations and housing codes. The class is open to non-majors.

Prerequisites: FACS 263

FACS 480 ADMINISTRATION OF HUMAN DEVELOPMENT AND FAMILY SYSTEMS 3 semester hours

This course examines principles and concepts related to administering human service programs and organizations in an environment designed to assist individuals with reaching their full potential. Key concepts include administration, organizational structure, supervision, and resource management. Issues related to planning and implementation are addressed. **FACS MAJORS ONLY.**

Prerequisite: FACS 141, FCCS 102, FCCS 301

FACS 482 PRACTICUM IN FAMILY AND CONSUMER SCIENCES – 3 semester hours

Students will participate in introductory work experiences related to their area of emphasis. The areas will included Early Care and Development, Extension Services, and Community Services. The course will afford students the opportunity to gain skills and competencies as practitioners. One-hundred fifty (150) clock hours are required with supervision by Family and Consumer Sciences faculty and on-site coordinators. **FACS MAJORS ONLY.**

Prerequisite: FACS 141, FCCS 102, FACS 480, Permission from Program Coordinator

FCCS 101 FAMILY AND COMMUNITY HEALTH - 3 semester hours

A study of personal hygiene, sanitary care of the home, first aid, prevention of disease and home care of the sick. An introductory course that will examine current practices and trends in health related problems

and lifestyle behaviors, emphasizing self-help and preventable aspects of health care.

FCCS 102 INDIVIDUAL, FAMILY AND COMMUNITY SERVICES - 3 semester hours

This course explores various contemporary issues related to individual and family roles, responsibilities, interpersonal interactions, functions and development tasks. Specific emphasis is placed upon cultural diversity among families.

FCCS 301 CHILD DEVELOPMENT/LABORATORY - 3 semester hours

This course explores the profession of child development. Special attention is given to the perceptual, social, emotional, cognitive and physical processes from infancy through age eight. The laboratory experience is an element of this course and taught simultaneously with the class. This allows students to work directly with children and to receive hands-on-experiences in the preschool classroom.

FCCS 302 FAMILY RELATIONS - 3 semester hours

Focus is on applying knowledge and theory to the study of how families relate to one another and manage their resources for both survival and fulfillment. Factors related to the development of functional family lifestyles are assessed from multiple perspectives.

FCCS 381 ADOLESCENCE AND EMERGING ADULTHOOD - 3 semester hours

This course examines mental, moral, social, emotional, and physical development within the

adolescence and emerging adulthood (ages 10-25) period of life. The course includes a multicultural

approach. It is designed for professionals who plan to work with children and young adults.

FCCS 401 FAMILY PLANNING/SEXUAL EDUCATION - 3 semester hours

The course investigates factors related to the development of functional lifestyles and families. Consideration is given to current problems relating to marriage and family life and those changes in society, which affect the institution of the family. The course exams concepts related to family planning and the relationship of sexual attitudes and behavior to human development and functioning. Special emphasis on economic, social, cultural, legal, and political factors, which influence decisions, related to family planning, sexual behavior, and attitudes. Open to non-majors.

FCCS 402 DECISION MAKING PROCESSES IN MODERN LIFESTYLES - 3 semester hours

A fundamental course in the study of decision making as it takes place. Students explore the theories for understanding and carrying out the decision-making process. In addition, theories on motivation, rational choice, and behavior are explored.

FCCS 405 PARENT EDUCATION - 3 semester hours

The course studies the assessment of current theories and concepts relative to parent education. Emphasis is placed on parenthood responsibilities and the task of parenting in today's diverse culture.

TEXTILES, APPAREL AND MERCHANDISE MANAGEMENT

TAMM 171 TEXTILES - 3 semester hours

This course is an introduction to the diversity of textiles arts, fiber science, and a focus on a thorough knowledge of textiles, their design structure and application. Emphasis is placed upon processes, such as twining, plaiting, spinning, knitting, dyeing, hand-printing, and loom-

weaving. In addition, this course surveys textile terminology and properties to enable students to make appropriate choices in textile selection for a product.

TAMM 172 SURVEY OF THE TEXTILE AND APPAREL INDUSTRY - 1 semester hours

In this course, students will gain a broad understanding of the Apparel and Textile industry. Topics will provide students a better understanding of industry structure from the primary level, secondary level, Core and Auxiliary level. This will provide a good foundation on which to build deeper specialist knowledge as students' progress through the TAMM program. Students will learn how to explore the business of fashion through investigation, observation and gathering of materials. Through critical analysis, students will question, discuss, and argue debate current fashion business issues and to put forward ideas and information in presentations, and written work.

TAMM 271 CLOTHING CONSTRUCTION - 3 semester hours

This course is a study in the acquisition of construction skills and techniques necessary for transforming fabrics into apparel and/or home fashions. It includes an understanding of sewing equipment supplies and materials as well as applications for specific figure types and personalities. Emphasis is also placed on construction methods, technology and appropriate applications. **FACS MAJOR ONLY or Permission from Instructor/Program Coordinator.**

TAMM 272 FASHION HISTORY - 3 semester hours

A fundamental course in Fashion and Costume History including identity of costume starting with the Ancient Civilization to the development Western Civilization ending in the 20th Century. It also will assist the student in describing how technology and economics influence fashion development and change.

TAMM 274 FASHION MARKETING AND MERCHANDISING - 3 semester hours

This course focuses on the integration of fashion marketing concepts and applications in the development of a merchandising plan. Students will learn about merchandise positioning, brand building, market segmentation, and market research as it relates to the fashion industry.

Prerequisite(s): TAMM 172

TAMM 373 FASHION ILLUSTRATION AND COMPUTER APPLICATIONS – 3 semester hours

This course provides an exploratory of the tools and techniques used to communicate Fashion. In areas such as design, branding, and merchandising effective communication is essential. Students will experience hand drawn techniques up to advanced computer software to develop presentation boards, promotion and production materials. The course format will include a lecture and studio to enhance the student learning experience through application. In addition, students will engage in the portfolio development process to create the prototype for their Senior Portfolio.

Prerequisite(s): TAMM 172, HIDG 161, TAMM 271

TAMM 375 VISUAL MERCHANDISING AND STYLING - 3 semester hours

This course is a study of presentation techniques and merchandising concepts employed to promote store image or brand strategy. Students will utilize artistic principles such as line, balance, rhythm to create effective merchandising displays and floor sets for a retail environment. Students will also explore the stylist's role in print and interactive media. Using both lecture and studio delivery, activities will include mock assignments, story boarding photo shoots, display window installations

and other experiences associated with visual merchandising and stylist's responsibilities.

Prerequisite(s): FACS 161, TAMM 172, TAMM 271, TAMM 272

TAMM 376 PRINCIPLES OF RETAIL MATH AND BUYING - 3 semester hours

This course is an introduction to retail math and buying simulation. Students will be introduced to a buying simulation where they will learn the concepts and calculations necessary for merchandise buying and assortment planning for a retail store. Students will understand the retail method of inventory, planning seasonal purchases, markups, turnover, stock to sales ration, open to buy, markdowns, and terms of sale.

Prerequisites: TAMM 172, MATH 112, MATH 113

TAMM 377 APPAREL DESIGN - 3 semester hours

A specialized course designed to expose the TAMM major to advanced design technique. Students will engage in the design conceptualization process, flat pattern, and advanced level construction to design and construct a sample collection. Students will develop design ideas using croquis, draft final patterns, create mock-up and finalize using fashion fabric. Upon completion, garments will be presented for review and juried for fashion presentation.

Prerequisites: TAMM 172, TAMM 171, TAMM 271, TAMM 272, TAMM 373

TAMM 379 TRENDS AND CONCEPTS - 3 semester hours

A comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society. Upon completion of the course, students will be able to complete trend analysis as well as prepare and present a Trend Forecast report based on their analyses.

Prerequisite(s): FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 373

TAMM 477 SENIOR SEMINAR AND PROFESSIONAL DEVELOPMENT - 3 semester hours

Senior Seminar is a capstone course which involves an in-depth project undertaken by the TAMM student under the direction of the Program Coordinator and/or identified faculty. It is required to be taken during the student's Final Semester. The project is primarily concerned with the student's knowledge of the substantive content of their major field as defined by the general program of study. Students will displayed their knowledge through research project, case study, entrepreneurship / small business plan, or an approved internship/study tour project. The project is regarded as the student's culminating work and should draw upon all the student's experience and four years of study. The course will culminate with a final project paper and presentation. In addition, Students will submit a portfolio which is professionally guided and applies student skill set.

Prerequisite(s): FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 274, TAMM 373, TAMM 376, TAMM 379, TAMM 478

TAMM 478 APPAREL PRODUCT DEVELOPMENT - 3 semester hours

This advanced level course provides TAMM students with a simulated experience in product development processes and apparel production. Building upon introductory courses, students will apply fashion terminology, construction, textile science, and retail management principles to simulate the three levels of the industry design, production & sales. Students will engage in the design process, will learn flat pattern design and advanced construction skills to address production challenges. In addition, students will utilize analytical skills to cost and source as well as analyze global market challenges. Students will

synthesize design concepts, advanced production technology, the development of merchandising in the modern market, including analysis of target markets, analyze the source, cost and development of a product in that market in presentation form.

Prerequisite(s) FACS 161, TAMM 171, TAMM 172, TAMM 271, TAMM 272, TAMM 274, TAMM 373, TAMM 376, TAMM 379

TAMM 479 FASHION PROMOTION AND EVENT PLANNING - 3 semester hours

This course examines the process of promotion and the promotion mix tools utilized by fashion companies. Students are engaged in all aspects of the planning process of an actual event (e.g. setting goals, preparing budgets, creating ad layouts, creating press kits, coordinating production, and evaluating). Further, students will plan and execute a fashion event (e.g., Fashion Show, Lecture Series, Fashion Publication, Trunk Show, and Bazaar).

Prerequisite(s) FACS 161, TAMM 172, TAMM 272, TAMM 274, TAMM 373