

El Camino College, Torrance CA
Career Opportunities in Fashion

Fall 2013

Fashion 1 (1 Unit) Section # 7522

October 24th - December 12th 2013

Thursday's 3:30-5:50

Break: 5:00 – 5:10

(Unless Guest Speaker is still speaking)

Fashion Instructor: Priscilla “Ms. Priscy” Ratcliff

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www.Anointsii.org

Course Description

This course surveys career opportunities in the fashion industry, including fashion design and fashion merchandising. Students will explore career choice possibilities in terms of their personality traits and will study the characteristics, technology and global interrelationships of segments of the fashion industry through reading, classroom exercises and industry entrepreneurship contacts. Students will prepare a job search packet portfolio, including preparation of a resume, cover letter and business card.

Student Learning Outcomes

1. Students will be able to research possible entry- level positions in the apparel industry-within a variety of industry categories.
2. Students will be able to prepare and execute a job search, including preparation of a resume, cover letter, interview, thank you letter and business cards.
3. Students will be able to differentiate between the fashion design and fashion merchandising segments of the apparel industry.
4. Students will be able to assess personal attributes in regards to individual educational and career goals.
5. Students will be able to understand how to conduct and informational interview.

Required Test: FASHION NOW/ A Global Perspective: Fashion Analysis and Perdition/ Why Study Fashion? 100 Fashion Retrospection: + Years of Fashion: Small Business Fashion Marketing Plan

Additional Requirements:

*Office supplies to develop individual career opportunity notebook. 3-3 Ring 1’inch Binders, sheet protectors, Xerox paper, computer access, all work to be turned in must have proper heading.

*All students are required to fill out and turn in a Cultural Observation on all speakers (50) Points.

* Group Project Presentation: "PWP" (purchase with a purchase) each group with present different job positions in the fashion designing/ merchandising and apparel industry. You are to present apparel merchandise, have a marketing team, present sales campaign for customers/store to buy your item.

*Current (within 3 months) fashion magazines, fashion industry and business newspapers to be placed in your portfolio for your final project.

Class Schedule: All students must sign in on the Sign in Sheet Name/email address/ Phone
If you do not sign in, you will be counted absent.

Oct 24/ Week 1 Review Syllabus, Pick-up Handouts, Homework Assignment: Write a two page Paper/single space with 5 paragraphs. Explain: Who you are? Career you have chosen., Why have you chosen that career? When do you plan to execute it? Where/What place will you pursue that career"? Who is your greatest inspiration? (s) Add headings and your photo at top right corner of 1st page.
Text Book: Chap 1- page 8 -12 list 65 fashion positions/ chose one or two.

Guest Speaker: " Ral Camacho " Business FRESH JUNKY creator of Clothing Company, New York City.
All students are required to fill out a cultural observation form and turn it in 1st thing next class (50)pts.

New York/Paris Tours meeting this Saturday, Oct 26th 11:00AM-12:30 in this classroom.

Oct 31/Week 2 Turn in Cultural Observations on last week's speaker and your home work assignments 1st 5 minutes of class. All late papers will lose 10 Points.
Halloween Homework assignment: Read pages 5-19 Turn in Terminology for review definitions for 15 words (typed) with illustration photos. Answer questions 1,6,8,10. The fashion industry consists of many career paths for students with ambition, creativity and love of fashion fabrics.

Guest Speaker: Andre Barnwell "Master Brander" Create Your Own Perfume for the Celebrities.
(30)Students will make their own product. (clear all tables, put your books/handbags under the table).
Note: Fill out your Cultural Observations forms and turn them in next class period 1st 5 minutes or late.

Nov . 7th/Week 3 Turn in Cultural Observation from last week's speaker and homework.
Random discussion of pages 8-12. Chapter 2 European Fashion Influences!
Read pages 21-39. We will discuss page 35. Homework: type definitions of terminology review (38) Questions for discussion: do #1,2,4,7,9,10 Activity 3.

Guest Speaker: Shane Alferos, Business Specialist: Wells Fargo with famous Men's Fashion Designer
4340 Artesia Blvd Torrance, CA Email: cheyne.m.alferos@wellsfargo.com
Note: You will have 2-Cultural Observations to turn in next week on both speakers.

Nov 14th Week 4 Turn in Cultural Observations (2) from last week and your homework.
Homework Discussion & Chapter 3 Fashion Chronicle pg 52 -53.

Homework: pg 55 **Terminology Definitions**, typed, answer question for discussion #2,7,8,9,10. Related activities: Do # 4 (50 Pts))

Guest Speaker: Fashion Designer, CEO, Bio-Chemist, College Instructor: Priscy Ratcliff; Couture Collection, Skincare & Cosmetics by Priscy, Real Estate Mogul “DPP Estates”, Non-Profit: Anointed to Succeed International Inc. A 501 C-3, Licensed & Ordained Minister in 3 different denominations.

Note: All students must fill out a cultural observation of speaker and turn in next week 1st of class.

Instructor will need 3 students to participate in demonstrations

Nov 21st Week 4 Turn in Cultural Observation from last week’s speaker and homework.
Reading Chap 4 pg 57-83 Homework: pg 83 Case Study Vintage Fashion Questions 1 -3 typed .Chap 4 87-101 Terminology pick 8 words and type definitions, answer question 1&2 on pg 101. (50 Pts)

Guest Speaker: Mrs. Teryn McElroy-Drake VP Corporate for Target Corporation, had 37 stores for her territory.

Nov 28th Week 5 Thanksgiving –No class Read Chapter 12 pg 215-235 Fashion Market Centers Wholesalers, & Intermediaries. You will have a test on the summary when you return next week. Your **Cover letter, Resume, and Business card** are due next week also. Place them in a 1’-3 –ring binder with plastic sheet covers and decorate the outside of the binder with your Career In Fashion occupation you have chosen. Which includes but not limited to Business Corporate name, address, email, website, phone. (you may fictitiously make one up). Add your real or fake Business license. You may copy one from **www.boe.org**. Pull the Corporation paper off the State of Nevada web site for starting your own corporation 1. LLC, S-Corporation, or C-Corporation 2. Fill out all the information/blanks as if you were filing it and print or type clear and place in your binder with slip covers.3. Pull the paper work from **www.BOE** (Board of Equalizations) application on how to file your Sellers Permit and place that form, filled out in your notebook. All these papers should be in your notebook to be turned in on Thursday December 5th 2013. (we will discuss your work 1st before you turn it in).

Dec. 5th/Wk 6 Turn in your Cultural Observation on Teryn McElroy-Drake. Discuss Homework. Turn in your notebook homework. Choose your 5- members in your Group to present your Sales Project “Purchase with Purchase” and identify your team members as each student state their Career in Fashion as a example Buyer, Photographer, Stylist, Designer, Marketing Reprehensive, Public Relations, Chief Operation Officer(COO) Chief Financial Officer(CFO) or Chief Executive Officer (CEO), Sales representative, Web Designer, ect . Your group of corporate positions must fit your product you are selling. You are bringing -1 product with a team, to sell me on purchasing your invention or clothing/apparel/merchandise.

This will be your final project worth 100 points.(typed) You must have a cover letter introducing your product, introduce your team members, their positions, photos of your product, forecasting what store/internet/location of where we can purchase it, the wholesale and mark-up retail price of your product, and why there is a need for your product in this society. All this will be in your 5 minute presentation orally you will present to me, the instructor. There will be a certificate for the Best Group Presentation. I will video your presentations.

Dec. 12th/Wk 7

Immediately Start: **Group Presentations.** All homework assignments will be returned. You may bring refreshments. (Clean-up all paper and products)

This is the last day of class.

Grades

A 90-100

B 89-80

C 79-70

D 69-60

F 50 & below

Point system: You will be given points for answering questions and they will be used if necessary for project or test. It is up to you the student to get phone number/email s of students in your group. **There are NO make-up assignments. If your assignment is turned in late, I will take off 10-50 points. I will only accept one absent from this class and you must have a doctors excuse.** Read this syllabus and do your homework assignments.

Always Remember

Having a positive vision is the key to your successful goals, dreams and aspirations in this life.

Faith in yourself will unlock the door you are attempting to open.

Your actions will take you to the highest places and position in this life.

Believe in yourself, look your best every day, and expect the top positions that this life has to offer.

Priscy Ratcliff, Entrepreneur



Possible Interview Questions

You may ask all Guest Speakers good constructive questions and put them on your observation form.

Be professional at all times for our guest speakers. I will take **50 points** off your paperwork if I have to **tell you to stop talking, stop chewing gum when you ask a question and rude or inconsiderate questions. BE PROFESSIONAL!**

This may be a perfect networking situation for a future internship or employment.

1. How did you receive your position at your company?
2. What is your education background?
3. If you could start over again, what would you do differently?
4. What kind of computer skills are needed, if any?
5. What do you feel most attractive about your position?
6. What do you see as being most difficult as an executive, manager, and entrepreneur?
7. Would you mind stating what how much your start-up capital funding was and lender information?
8. If this person is self-employed, ask: Are you a sole proprietor, LLC, or S- or C- Corporation? What state did you file your corporation paper work in and why?
9. Are you required to speak multiple languages in this position?
10. If I am not being too personal, would you mind stating your salary range?
11. Does your position require traveling? Are you paid Per-Diem?
12. If I am interested in working for your company, who would I contact and where would I go for an interview? Would your company have internship? Paid or non-paid?
13. Networking: You may give the speaker your business card, and you may ask them for a business card or as a class, ask them for the information and you can write it down or on the board.
14. How did you hear about your job? Internet, newspaper, personal friend, referral
15. Are you happy at your current position title, if not, what are your future plans?