

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PRODUCT DEVELOPMENT
RCS 2418

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2013

NOTE: This course is designed for transfer credit. (UTK's RCS elective)

Catalog Course Description:

Concepts of product development from the retailer's perspective. Understanding of fashion and design industry, manufacturing, design trending, brand development and management based on market trends and consumer demands.

Entry Level Standards:

The student is expected to be able to read and write at the college level and to utilize basic research techniques.

Prerequisites:

RCS 2210, RCS 2212, RCS 2214

Textbook(s) and Other Course Materials:

Apparel Product Development, by Maurice J. Johnson and Evelyn C. Moore, Prentice Hall, latest edition.

Furniture Design Textbooks as needed.

Instructor-Assigned readings of case studies, existing design studies, and journal articles.

I. Week/Unit/Topic Basis:

Week	Topic
1	Introduction Fashion and Design World vs. Real World
2	Segments of the Industries: Where are the Jobs?
3	Changes in Today's Fashion and Design Industries: Whose Label is It?
4	The Customer: Different Generations, Different Motivations, and Different Styles
5	Customer Spending and Sense of Style
6	Where do Consumers Shop?
7	Mid-Term Exam Assignment of Project

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| 8 | Product Development Process
Research of Fashion and Design Industry |
| 9 | Triangle of Balance
Building the First Design Ideas |
| 10 | Process: Designing to Costing |
| 11 | Line Building |
| 12 | Production |
| 13 | Selling and Promoting the Line |
| 14 | Technology, Politics, and Geography |
| 15 | Final Project Due
Final Exam |

The above schedule is subject to change. Verbal changes to the schedule will be given in class, and you are responsible for attending each class or for receiving important information from a classmate. You may be notified of schedule changes by e-mail, so check it regularly.

II. Course Goals*:

The course will

- A. Provide the student with an understanding of the fashion and design industry regarding product development. (I, II, III, IV, V)
- B. Provide a comprehensive understanding of the development of garments and furnishings by following the process of private label product development.(I, IV, V)
- C. Reinforce students' use of appropriate terminology related to product development within the fashion and design industry. (I, 11, IV, V)
- D. Provide an understanding of the importance of scale and fixture of manufacturing specific to mass scale and new developments in computerized designing and production. (I, II, III, IV, V)
- E. Demonstrate a working knowledge of the product development process. (I, II, III, IV, V)
- F. Identify successes and failures of product development. (I, III, IV, V)

*Roman numerals after course objectives reference goals of the Retail and Consumer Science program.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Understand the significance of product development as exemplified in the fashion and design industry. (A, B, C, D, E, F)
2. Demonstrate a basic knowledge of brand development, design, production, manufacturing, marketing, and selling product. (A, B, C, D, E, F)
3. Understand and be able to apply the elements and principles of retail business to product

development. (A, C, D, E, F)

4. Understand the consumer demographics and the relationship to product development. (A, B, C, E, F)
5. Demonstrate a working knowledge of the retail and merchandising field based on product development and consumer wants and needs. (A, B, C, E, F)

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures:

A. Testing Procedures: 60% of grade

Exams: 60% of grade

A *mid-term exam* will account for 30% of the final grade, and the *final exam* will account for 30% of the final grade. Tentative dates for the project are provided on the schedule.

B. Laboratory Expectations:

N/A

C. Field Work:

Project: 40% of grade

Students will be responsible for the design, development, and production of a new product in apparel, housewares, furniture, or other approved market type. The project will account for 40% of the final grade. Tentative dates for the project are provided on the schedule.

D. Other Evaluation Methods:

N/A

E. Grading Scale:

Grading Scale:

A = 90-100

B+ = 87-89

B = 80-86

C+ = 77-79

C = 70-76

D = 60-69

F = Below 60

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific

circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.