

Welcome to FASH 455 Global Merchandising Strategies Summer 2024!

To get started, please take some time and read through your **syllabus**- located under the Syllabus Tab in Brightspace, and also attached in this introduction. You will find a great deal of key information in there, including the structure of this online course, requirements, policies, and course schedule.

Once we begin, I will be sending out a weekly message to you on **Sunday afternoons at 3:00 p.m.** entitled: "**Week ____: What I must complete this week**" - In there I will go over that week's schedule, what is on the calendar, and any upcoming assignments. In addition, you will find the key learning objectives that you should comprehend included with each weekly lesson.

A course schedule can be found in this announcement, as well as on the Brightspace site under course tools: Syllabus and Assignments.

The nature of this course, thru readings, videos and online discussions is designed to encourage **participation, collaboration, comprehension and challenge each others perspectives concerning topics at hand.** I ask that everyone be respectful of each other's opinions when responding to forums and any other discussions had.

I have made the textbook we will use optional this semester; if you would like to purchase I suggest to find a used version.

Kunz, Grace I., Karpova, Elena, Garner, Myrna B. (2021) 4th Edition Going Global: The Textile and Apparel Industry. Fairchild Publications.

ASSESSMENT: The grade for this course will be determined from the following criteria:

Homework Assignments	30%
Forums – 25pts each	30%
Final Project Pecha Kucha	40%

You will also find that your complete **Gradebook** is broken down into categories and weights. As a general rule, I will post items to the Gradebook within 10 days of its' due date. Please contact me during the session if you have ANY questions about how your grade is calculated.

Now here's a little insight to see how my past experiences have shaped how I conduct this course:

I graduated in 1996 from UMASS Amherst; with a Bachelor's of Science Degree in Apparel Marketing. I began my career in the Bloomingdales Merchant Development Program as an Assistant Buyer, from there I went on to a 19 year career with the Nine West Group where I started as an accessory buyer and spent the last six years of my career at Nine West as the Vice President of Merchandising.

I always had a desire to teach but working 14 hour days and commuting to NYC from Connecticut, did not leave the time to do it. In 2016 when I left Nine West I took some time to enjoy my family and in 2017 I was given the opportunity to bring my 19+ years of experience into the classroom and share with all of you my real life-experience and learnings. I hope you find it helpful and interesting.

I enjoy spending time with my family and will soon be an empty nester as we send our last daughter off to college in the Fall. I truly enjoy each and every one of my students and absolutely love teaching! My "door" is always open!

I look forward to getting to know all of you, and to a great summer semester!

Stay Well!

Prof. Rebecca Brown