

## Sample Syllabus for a Semester Long Course

NOTE: This sample syllabus contains a 14-week calendar so that instructors in designing their own course can accommodate a guest speaker, holiday, school break, or a day where the department is hosting/sponsoring an event for which student participation is sought. Where an additional week is needed, it is recommended to supplement it with a film day, field trip day, research day, or otherwise. Instructors are welcome to use the sample syllabus for drafting their own syllabus when designing their own course.

The assigned reading is intended to be done in advance of the class itself. Instructors need to therefore, notify their students in advance of the first day, be it via email (recommended) as well as posting on Blackboard, Angel, or whatever other internal electronic school system through which students receive communications from instructors.

### **Week 1: Fashion Law for a Global Industry**

#### **Learning Objectives:**

- Understand the legal framework unique to a fashion business
- Identify the most significant government agencies regulating fashion
- Describe the importance of a fashion compliance program
- Recognize when it is time to engage legal counsel

#### **Reading (complete in advance of lecture)**

Read: Chapter 1, A Practical Guide to Fashion Law and Compliance, *Fashion Law for a Global Industry*.

#### **Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 1.

Review Chapter 1 and prepare for quiz next week.

## **Week 2: Consumer Safety and Product Labeling Guidance**

### **Learning Objectives:**

- Understand which disclosures are required on wearing apparel and accessories
- Identify what the exceptions are to the labeling requirements
- Recognize when an “RN#” may be used on a label
- Know where and how labels must be attached to merchandise

### **Reading (complete in advance of lecture)**

Read: Chapter 2, A Practical Guide to Fashion Law and Compliance, *Consumer Safety and Product Labeling Guidance*.

### **Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 2.

Review Chapter 2 and prepare for quiz next week.

## **Week 3: Intellectual Property: Protection, Enforcement & Hidden Issues | Analytic**

### **Essay/Research Project Discussion**

### **Learning Objectives:**

- Distinguish the types of intellectual property that the fashion industry relies on for protection
- Understand the process of filing for a trademark or copyright registration
- Describe the global mechanisms available for IP protection
- Understand US Customs’ role in protecting IP at the border

### **Reading (complete in advance of lecture)**

Read: Chapter 3, A Practical Guide to Fashion Law and Compliance, *Intellectual Property: Protection, Enforcement & Hidden Issues*.

**Homework:**

Complete the Discussion Questions and Exercises at the end of Chapter 3.

Review Chapter 3 and prepare for quiz next week.

Begin drafting outline for the Analytic Essay/Research Project

**Week 4: Marketing Compliance for the Fashion Industry**

**Learning Objectives:**

- Understand how to create non-deceptive advertising and marketing claims
- Determine what is required to use a celebrity endorsement and for how long it may be used
- Discern how to make clear and conspicuous digital disclosures
- Distinguish between an “unqualified” and “qualified” marketing claim

**Reading (complete in advance of lecture)**

Read: Chapter 4, A Practical Guide to Fashion Law and Compliance, *Marketing Compliance for the Fashion Industry*.

**Homework:**

Complete the Discussion Questions and Exercises at the end of Chapter 4.

Review Chapter 4 and prepare for quiz next week.

Complete outline for Analytic Essay/Research Project – **DUE NEXT WEEK**

**Week 5: Flammability Testing and Issues Specific to Children's Products**

**Learning Objectives:**

- Identify which types of fabrics are exempt from flammability testing
- Understand what a certificate of compliance is and when it is required
- Distinguish the ways in which a product’s compliance may be guaranteed

- Understand the myriad of rules that apply to children's products

**Reading (complete in advance of lecture)**

Read: Chapter 5, A Practical Guide to Fashion Law and Compliance, *Flammability Testing and Issues Specific to Children's Products*.

**Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 5.

Review Chapter 5 and prepare for quiz in two weeks.

**Week 6: FIELD TRIP | LIBRARY RESEARCH COURSE | GUEST SPEAKER**

During this class, it is suggested that instructors do one of two activities. The first is to take their students on a field trip. As an alternative, reserve a classroom at your university library to introduce students to databases they have access to in preparation of the research project assignment.

Lastly, invite a guest speaker to your class to give students an opportunity to hear the real life experience of someone in the trade. Check out the page on guest speaker types and field trip ideas at the end of this teaching guide.

**Week 7: Importing Fashion Merchandise**

Learning Objectives:

- Identify fashion compliance obligations in the context of importing
- Discover the many import declarations required on fashion imports
- Understand the key documentary framework to an importation
- Decipher how to read the US Harmonized Tariff Schedule

**Reading (complete in advance of lecture)**

Read: Chapter 6, A Practical Guide to Fashion Law and Compliance, *Importing Fashion Merchandise*.

### **Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 6.

Review Chapter 6 and prepare for quiz next week.

### **Week 8: Exporting for the Fashion Industry**

Learning Objectives:

- Understand the process of filing an export declaration
- Recognize when an export of fashion merchandise requires an AES filing
- Obtain best practices for aligning your website disclosures to successful exporting
- Identify the parties to an export transaction

### **Reading (complete in advance of lecture)**

Read: Chapter 7, A Practical Guide to Fashion Law and Compliance, *Exporting for the Fashion Industry*.

### **Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 7.

Review Chapter 7 and prepare for quiz next week.

### **Week 9: Working With Logistics and Transportation Providers**

Learning Objectives:

- Gain packaging strategies to reduce costs and create a streamlined marketing look
- Distinguish freight forwarder services from those of transportation providers
- Understand how, when, and why to obtain cargo insurance

**Reading (complete in advance of lecture)**

Read: Chapter 8, A Practical Guide to Fashion Law and Compliance, *Working With Logistics and Transportation Providers*.

**Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 8.

Review Chapter 8 and prepare for quiz in two weeks.

Prepare to present analytic essay/research project next week

**Week 10: Analytic Essay/Research Project Presentation**

Each student is to present their essay findings using a power point or other visual aid.

**Week 11: Incorporating Sustainable Fashion Principles**

Learning Objectives:

- Expand your understanding of sustainable fashion principles
- Attain practical advice for incorporating ethical business practices into your company's operations
- Design your own ethical code of conduct for outsourced labor

**Reading (complete in advance of lecture)**

Read: Chapter 9, A Practical Guide to Fashion Law and Compliance, *Incorporating Sustainable Fashion Principles*.

**Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 9.

Review Chapter 9 and prepare for quiz next week.

## **Week 12: Emerging Fashion Industry Issues**

### Learning Objectives:

- Discern the funding options available to a fashion business
- Understand what it means to establish a “benefit corporation”
- Differentiate between a fashion incubator and fashion accelerator
- Gain insight and strategies on how to manage a successful crowdfunding campaign

### **Reading (complete in advance of lecture)**

Read: Chapter 10, A Practical Guide to Fashion Law and Compliance, *Emerging Fashion Industry Issues*.

### **Homework**

Complete the Discussion Questions and Exercises at the end of Chapter 10.

Review Chapter 10 and prepare for quiz next week.

## **Week 13: Chapter 10 Quiz and Course Review In Preparation Of Final Exam**

## **Week 14: FINAL EXAM**