



NORTHERN ILLINOIS UNIVERSITY

# College of Health and Human Sciences

**Major: Fashion Merchandising**

**Degree: B.S.**

**Date Revised: 2017-2018**

## Student Learning Outcomes and proposed Methods for collecting data (from assessment plan)

Student Learning Outcomes		Methods of Assessment
1	Demonstrate understanding of the fashion process, i.e., the fashion life cycle, the forces that inhibit, encourage, and shape fashion change; and theories that address the source of new styles and their adoption within consumer markets.	<ul style="list-style-type: none"> <li>• Course-Embedded Assessments/Papers (1-8)</li> <li>• Supervisor Evaluations (8)</li> </ul>
2	Use appropriate terminology in identifying and describing design elements and principles pertaining to apparel design and selling environments.	
3	Evaluate and select appropriate textile products given specific end uses and consumer markets.	
4	Apply social science concepts and theories in anticipating the fashion product and shopping needs and preferences of specific consumer markets.	
5	Demonstrate different functions of the merchandising process, including the development of buying plans, promotional materials and events, and sales strategies for multiple retail channels.	
6	Utilize an understanding of the textile and apparel sector's role in the global economy, as well as relevant trade legislation, in anticipating factors shaping sourcing decisions for textile and apparel materials and end-use products.	
7	Utilize appropriate resources and technologies in carrying out the following: a) apply critical and creative thinking in identifying solutions to apparel industry-based problems and challenges, and b) demonstrate proficient written, oral, and visual communication skills.	
8	Execute professional development through securing and successfully carrying out the responsibilities of a cooperative education or internship position at a fashion industry or related place of business.	