The Gallatin School of New York University: Spring Semester 2013
Practicum-UG 1301, 4 units

**Required Texts** (all editions should be at the NYU bookstore or available to order online. Bring the text being discussed to class.

*Coco Chanel – The Legend Her Life*, Justine Picardie
Steve Jobs, Walter Isaacson
*Minding the Store*, Stanley Marcus (*University of North Texas press*)
*Land of Desire: Merchants, Power and the Rise of a New American Culture*, William Leach
*Au Bonheur des Dames*, Emil Zola
*Theory of the Leisure Class*, Thorsten Veblen

**Major Films** : *The September Issue*, CNBC Mickey Drexler Documentary, Link to be provided.

**Also Recommended**
*Fashion: The Industry and Its Careers*, Michele M. Granger, 2nd ed. (*Fairchild publications*)

**Additional Reading assignments** will be available online or at the library

Note that the reading/writing is due on the date given below

Jan. 29 An Introduction - The role of merchandising and design in developing brands. Be prepared to discuss your favorite brand. What makes it special and unique?

Feb 5 The customer: All great brands live through the eyes of their customer. Read: *Minding the Store* by Stanley Marcus, first 2 chapters. Assignment: Shop 2 of the brands discussed in our first class. Compare customer experience. How does the customer experience connect with the brand vision? Discuss the visuals, sales associates, how the product is presented. Be prepared to discuss your findings with the class.

Interdisciplinary Reading: Historical Perspective -- Trade Routes & Ancient Branding: “Cloth for the Caravans” from *Women’s Work: the First 20,000 Years*, by Barber (library reserve) Deliverable: Reader’s Response - see final page for details

Feb. 12 The brand and its story. Read *Chanel Her Life*, 2 chapters. Be prepared to discuss your favorite brand by researching its story and origins. Based on current trends, what is a trend you would recommend your brand developing? Prepare a report paper discussing your references, its references, story and start.


Feb. 19 Major trends affecting fashion today and in the future. A merchants job is to see around the corner. Interdisciplinary Reading: Historical / Economics Perspective: “The Quality of Goods and
the Quality of Clients” by Joan Thirsk (library reserve); marketing & global trade 16th & early 17th century
Deliverable: Reader’s Response

Feb. 26  The role of merchandising part 1.
Watch Mickey Drexler CNBC Documentary.
Read: Steve Jobs, Chapter 26 design principals.
Present a trend that would be relevant to your favorite brand. How big can it be?

Interdisciplinary Reading: Historical / Cultural Studies Perspective: An 18th Century Trend: cleanliness & Consumption -- “The Invention of Linen” from The Cultural of Clothing, by Roche (library reserve)
Deliverable: Reader’s Response

March 5  The role of merchandising part 2.  Watch: The September Issue  Read: Steve Jobs, Chapter … “The Digital Hub.” Assignment: in class we will explore sizing up a new business opportunity 
for our favorite brand.
Interdisciplinary Reading: The Store as Destination Paris 19th century
Walter Benjamin Arcades Project  pages 14-36, plus other selections (Library Reserve)
Deliverable – for this Reader’s Response only do Part 1 (bibliographic information) 
and Part 3 (three things you want to remember).

Mar. 12  The role of design part 1.
Read Chanel: Her Life, next 2 chapters
Assignment: case study, group exercise breaking apart the brand aesthetic.

Interdisciplinary Reading: Fiction / Social History: The first major department store – Paris 1860s –
Zola’s Au Bonheur des Dames (The Ladies Paradise) chapters TBA and TBA. To be added when in NY
Deliverable: for this Reader’s Response do only Part 1, Part 3, and Part 4 (current relevance)
This is the final written Reader’s Response.

March 19       No Class – NYU Spring Break
March 26  The role of design part 2 The product development cycle. Breaking down the Elements of good design.  Read: Coco Chanel, next 2 chapters.

Interdisciplinary Reading: Consumerism and Display
Marketing Perspective:  Land of Desire, chapter. 2, “Facades of Color, Glass and Light”

Interdisciplinary Reading: Historical Perspective  -- the American Department Store: in  Land of Desire, Chapter. 10 “Sell Them Their Dreams”

April    9       Part 2: Design and Merchandising relationship. A practical Exercise in creative tension. 2.  Read: Coco Chanel next 2 chapters.
Art meets commerce-driving results. Team exercise.

Interdisciplinary Reading: Historical Perspective Reading -- the American Department Store: in *Land of Desire*, pp. 3-20.

April 16 Reaching your customer. Read: *Steve Jobs* chapter 29 “Apple Stores.” & *Minding The Store*, chapter 9, “Running the store with a split personality. Compare 2 iconic brands approaching the same customer. Assess the customer experience, online, in the store. Present findings to class.

Interdisciplinary Reading: TBA

April 23 Social media and building your brand voice. Reading to be provided. Assignment: Compare and contrast 2 iconic brands on facebook, pinterest, instagram and twitter. Present findings to class.

Interdisciplinary Reading: Theory: Thorsten Veblen’s *Theory of the Leisure Class*, “Economic Theory of Women’s Dress” and “Dress as an Expression of Pecuniary Culture.” Note: these will make more sense if you read your edition’s introduction.

April 30 What’s your brand story, identity - build a brand around it. Vertical Concept presentations. This will be graded. Read: Coco Chanel, 2 chapters.

Interdisciplinary Reading: Michel Montaigne’s essay ““Origins and Motives of the Custom of Wearing Clothes” (handout)

May 7 What’s your brand story, identity - build a brand around it. Continued.

Interdisciplinary: A final overview & take away.

**Deliverables Response Guideline for Interdisciplinary Readings:**
The 4-part response format – to be followed for each response:
1. Author, "chapter title," *book title*. Place of publication: publisher, year of publication – use this MLA format for the bibliographic information
2. A detailed summary of the article. The fastest way to do this is write a sentence or two when you finish each page. Note that dates are important in the historical pieces.
3. List three things that you specifically want to remember from the reading (use bullet points) and say why this is important to you. It is all right if this includes some of the same information in the summary.
4. Discuss how, in your opinion, the information in the reading might relate to the issues discussed in the same day’s class or previous classes.

Please use this format for all the assigned responses to the interdisciplinary reading.

Grades: a check, check-plus or check-minus. These grades will be evaluated as part of the grade for your total work in class.

**Note:** Changes may be made to the syllabus by the instructor and additional handouts may be provided.