

# FASH 148: FASHION LAW

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## In Workflow

1. FACS Committee Chair (shiltsm@csus.edu)
2. FACS Chair (lhanna@csus.edu)
3. SSIS College Committee Chair (tristan.josephson@csus.edu)
4. SSIS Dean (mendriga@csus.edu)
5. Academic Services (torsetj@csus.edu; cnewsome@skymail.csus.edu)
6. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu; celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (torsetj@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Thu, 08 Apr 2021 15:44:52 GMT  
Mical Shilts (shiltsm): Approved for FACS Committee Chair
2. Thu, 08 Apr 2021 16:30:04 GMT  
Lynn Hanna (lhanna): Approved for FACS Chair
3. Fri, 14 May 2021 20:20:01 GMT  
Tristan Josephson (tristan.josephson): Approved for SSIS College Committee Chair
4. Mon, 17 May 2021 17:21:50 GMT  
Marya Endriga (mendriga): Approved for SSIS Dean

Date Submitted: Tue, 06 Apr 2021 23:36:17 GMT

## Viewing: FASH 148 : Fashion Law

Last edit: Fri, 14 May 2021 20:18:02 GMT

Changes proposed by: Dong Shen (101016574)

### Contact(s):

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### Catalog Title:

Fashion Law

### Class Schedule Title:

Fashion Law

### Academic Group: (College)

SSIS - Social Sciences & Interdisciplinary Studies

### Academic Organization: (Department)

Family and Consumer Sciences

### Will this course be offered through the College of Continuing Education (CCE)?

No

### Catalog Year Effective:

Fall 2021 (2021/2022 Catalog)

### Subject Area: (prefix)

FASH - Fashion Merchandising and Management

### Catalog Number: (course number)

148

**Course ID: (For administrative use only.)**

202971

**Units:**

3

**In what term(s) will this course typically be offered?**

Fall term only

**Does this course require a room for its final exam?**

Yes, final exam requires a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

The purpose of this proposal is to remove the prerequisite of FASH 148. No other changes are made to the class.

Currently, FASH 148 Fashion Law has FASH 134 Introduction to Fashion Industry as the prerequisite. When FASH 148 was developed originally, there were concerns about student performance in FASH 148 if they did not complete FASH 134 first. However, after offering FASH 148 a couple of times and receiving the feedback from both instructors and students, it is clear that specific and detailed knowledge and techniques on clothing design, manufacturing, and textiles are not necessary prerequisite for FASH 148. This is because FASH 148 provides an overview of legal issues affecting the fashion industry, such as regulatory and policy issues, intellectual property, contractual agreements, leasing, commercial operations and expansion, and the international development of a fashion business.

Another important reason for this removal of the prerequisite is to reflect the new movement of fashion with the rapid development of social media and its significant impact on business. The term "fashion" has moved away from its traditional definition on clothing; instead, with a much broader spectrum, any field with trends involved has become a part of fashion. The knowledge offered by FASH 148 can be significantly helpful to any Sac State graduate who aims to establish their own business carrying trendy products ranging from clothing and cosmetics, footwear and eyewear, to accessories and home décor products, electronic gadgets and toys. So removing FASH 134 will make FASH 148 more accessible to those young entrepreneurs.

Another reason to remove the prerequisite is to not delay the graduation of fashion students. FASH 148 has been offered once a year. When some students complete FASH 134 and are ready to take FASH 148, it's not offered right away. Removing the prerequisite will allow students to take FASH 148 whenever it's being offered without any further delay.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

This course provides an overview of legal issues affecting the fashion industry and its professionals with an emphasis on fashion entrepreneurship, design, advertising and promotion, production, sourcing, marketing and retailing. Students will also learn about fashion regulatory and policy issues, intellectual property (copyright, trademarks, patents), contractual agreements, leasing, commercial operations and expansion, and the international development of a fashion business.

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

No

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Lecture

**Lecture Classification**

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

**Lecture Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."**

At the conclusion of this course, students will be able to:

- 1) define what fashion law is.
- 2) identify key legal issues present in the fashion industry and for a fashion business owner.
- 3) assess the risks and benefits of specific types of legal entities available to a fashion startup.
- 4) evaluate how to use intellectual property (copyrights, trademarks) to protect a fashion business.
- 5) Present an understanding of the common types of fashion contracts.
- 6) evaluate the legal issues affecting a fashion business owner in the marketing, advertising, promotions, and intellectual property clearance of a products.
- 7) identify key legal trends in the fashion industry.
- 8) examine the legal issues that arise with the use of brand influencers by fashion businesses.
- 9) evaluate the legal issues/risks associated with an international expansion of the fashion business.

**Attach a list of the required/recommended course readings and activities:**

SyllabusFACS148\_Fashion Law.doc

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

## • Attendance

Roll will be taken regularly throughout the semester for class attendance. (LO 1-9)

## • Three Tests (two midterms and one final)

The tests will be multiple choices and essays. (LO 1-9)

## • News Report

A short oral presentation/report on news related to Fashion Law. (LO 2, 7, and 9)

## • Quick Writes

Throughout the semester, students will be asked to do quick writes either in class or at home. This is the opportunity for students to combine the content introduced in class with their analyses to form their own opinions. (LO 1-9)

## • One Research Project

Throughout the semester, a group project will be developed focusing on Fashion Law. Specifically, students will be expected to select the latest fashion law case of their choice, research and form their own opinions about the case using the content introduced in class. There is no right or wrong answer. The emphasis is on critical thinking and analysis. Each group will present their findings and position in class. (LO 2, 3, 4, 6, 7, 8, and 9)

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

No

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

**I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.**

I/we agree

## **University Learning Goals**

### **Undergraduate Learning Goals:**

Competence in the disciplines

Knowledge of human cultures and the physical and natural world

Integrative learning

Personal and social responsibility

Intellectual and practical skills

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

## **GE Course and GE Goal(s)**

**Is this a General Education (GE) course or is it being considered for GE?**

No

Key: 14052