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## RETL 250 YJC – Sustainability in Fashion and Retail – WINTER SESSION

Department of Retailing ~ College of Hospitality, Retail and Sport Management

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**INSTRUCTOR:** Donna Watts

**EMAIL:** [dwatts@hrsm.sc.edu](mailto:dwatts@hrsm.sc.edu) (*preferred method of contact*)

- If you have *general questions* pertaining to course content or requirements, please do *not* email me. Instead, *post* your questions on the *Discussion Board* Forum in Blackboard so all students may benefit from the questions and answers. I will answer your questions within 24 hours.
- If you have *personal questions* pertaining to the course, please email me directly. I will answer your emails within 24 hours if sent Sunday – Thursday.

**PHONE:** (936) 933-1672

**OFFICE LOCATION:** USC-Columbia; College of Hospitality, Retail and Sport Management; Department of Retailing; Carolina Coliseum #1002; 701 Assembly Street; Columbia, SC 29208

**VIRTUAL OFFICE HOURS:** Monday – Thursday 11:00 am – 12:00 pm (available by email or phone)  
*Also available other times by appointment.*

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### ACADEMIC BULLETIN DESCRIPTION

RETL 250 – Sustainability in Fashion and Retail

Examination of concepts, practices, and opportunities of fashion sustainability (such as social and environmental responsibility) available to designers, developers and consumers. (3 credits).

### FULL COURSE DESCRIPTION

RETL 250: Sustainability in Fashion and Retail examines the challenges faced by designers, product developers, and consumers as they create, wear, and recycle clothing and fashion. Topics include (but are not limited to): the environmental impact of fast fashion, social responsibility, economic impact of textile and clothing recycling, technology and sustainable futures, and exploring healthy and clean fiber.

RETL 250: Sustainability in Fashion and Retail is an elective course for students in the Department of Retailing.

**PREREQUISITES:** None

### LEARNING OUTCOMES

The students who successfully complete RETL 250 – Sustainability in Fashion and Retail will be able to:

- 1) analyze the sustainability challenges facing designers, product developers, and consumers;
- 2) identify the seven main forms of sustainable fashion consumption;

- 3) examine effective best practices of contemporary industry initiatives toward sustainability;
  - 4) compare sustainability practices over the past twenty years for specific designers/companies.
- All learning outcomes in this Distributed Learning course are equivalent to those of a face-to-face (F2F) version of this course.

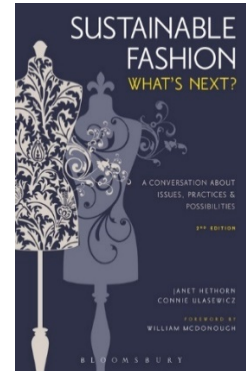
**REQUIRED BOOK & MATERIALS: Textbook (used copies are fine)**

Hethorn, J., & Ulasewicz, C. (2015). *Sustainable Fashion, What's Next?* (2<sup>nd</sup> Ed.). New York, NY: Fairchild Books  
**ISBN: 978-1-62892-531-9** (Paperback)

Other formats:

- eBook ISBN: 978-1-62892-533-3

*Note: This book also comes with a companion study tool, Studio, which we will NOT be using in this course.*



*All readings/course materials comply with copyright/fair use policies.*

You may purchase the textbook at the USC bookstore or through the publisher's website. Click on the "CLICK HERE FOR TEXTBOOK" link in the left-hand menu of our course in Blackboard to access the link for purchase through the publisher's website.

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## COURSE OVERVIEW

This course is a 100% asynchronous online course. Students will work at different times from different locations and will not be required to attend face-to-face (F2F) or synchronous meetings at the same time. The publisher's companion Studio software must be utilized for some assignments in this class. Students may purchase it from the publisher's website at <https://www.bloomsburyfashioncentral.com/products/fairchild-books/shop/sustainable-fashion-whats-next-a-conversation-about-issues-practices-and-possibilities>

All discussion board posts and emails will be responded to within 24 hours if sent/posted Sunday - Thursday. Feedback will be provided on all assignments within 48 hours.

## TECHNOLOGY REQUIREMENTS

The PowerPoint Lecture Presentations, exams, discussion boards, assignments, and links to videos are located on the Blackboard site for the course. Adobe Presenter will be used for the online PowerPoint Lecture Presentations. To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear the PowerPoint Lecture Presentations (transcripts provided) and videos (transcripts provided);
- Reliable Internet access and a USC email account;

- Access to your USC Blackboard account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- The ability to open Adobe documents and videos (e.g., YouTube);
- Reliable data storage for your work, such as a USB drive or drop box cloud storage; and
- Computer skills that include using keyboard/mouse, accessing the Internet, sending/receiving email, and creating/saving/retrieving computer files.

## **MINIMAL TECHNICAL SKILLS AND RESOURCES**

Minimal technical skills are needed in this course. All work in this course must be completed and submitted online through Blackboard. Therefore, students **MUST** have consistent and reliable access to a computer and the Internet. Before starting this course, students must feel comfortable using minimal technical skills. These skills include the ability to:

- organize and save electronic files;
- use USC email and attached files;
- check email and Blackboard daily;
- download and upload documents;
- locate information with a browser; and
- use Word (or another word processing program), PowerPoint, and Blackboard effectively.

## **TECHNICAL SUPPORT**

For help with Blackboard, click on the “Blackboard Help” link in the menu of our course. There you will find a wealth of information regarding the most common problems experienced by students. Additionally, you may find the following site helpful:

[Blackboard Help \(http://ondemand.blackboard.com/students.htm\)](http://ondemand.blackboard.com/students.htm)

If you have problems with your computer, please contact the Division of Information Technology (DoIT) Help Desk at (803) 777-1800 or [sc.edu/IThelp](http://sc.edu/IThelp). The Help Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Standard Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most public libraries have computers for public use.

## **ASSIGNMENTS AND GRADING**

### **COURSE REQUIREMENTS**

All students will fulfill these requirements:

- Read all assigned chapters from the text and view all videos;
- Complete an introductory assignment;
- Complete ten (10) objective chapter quizzes;
- Answer end-of-chapter discussion questions;

- Participate meaningfully in two (2) online discussion forums, as assigned;
- Complete one (1) graded assignments;
- Take three (3) non-cumulative exams

Unless otherwise noted, assignments and exams are due by 10:00 pm Eastern Time on the date assigned or they are considered late and will not be accepted. If you are not in an EST zone, please calendar due dates/times accordingly.

## SECURITY

Coursework is secured in blackboard with a username and password. Do not share your username and/or password with others. Do not access bb using unsecured wireless accounts.

## INTRODUCTORY ASSIGNMENT (5% of final grade)

Each student will be required to complete an introductory assignment. The purpose of this assignment is to have the instructor become familiar with the student and for students to become acquainted with one another. As such, all information provided will be shared with your classmates. Instructions and a grading rubric are posted in Blackboard.

## CHAPTER QUIZZES (10 @ 1%; 10% of final grade)

There will be ten (10) objective quizzes (1% each) based on chapter or video content. Specific instructions for these assignments are posted on Blackboard.

## CHAPTER QUESTIONS (10 @ 1.5%; 15% of final grade)

Discussion questions are located at the end of each chapter. Students are required to answer assigned questions for most chapters of the textbook. Each chapter's set of questions is worth 1.5% of the final grade. Specific instructions for submitting answers are posted in Blackboard.

## DISCUSSION FORUM POSTS (4 @ 5%; 20% of final grade)

Two (2) guided discussion forums will be posted on Bb. Students will respond to each by posting an initial discussion with their thoughts on the topic (5% per forum), and also a responsive post to one or more colleague's posts (5% per forum). Students will utilize readings and information that they collect from various online sources to inform their discussion. Respect and critical thinking will guide these discussions.

## WRITTEN ASSIGNMENTS (1 @ 20%; 20% of final grade)

In addition to other coursework, you will complete one written assignments (20%) which will be posted on Blackboard by the scheduled due date.

- In this assignment, you will research your favorite "green" fashion company citing clear examples of measurable steps taken by this company toward being environmentally friendly and socially responsible.

Instructions and a grading rubric is posted on Blackboard.

## EXAMS (3 @ 10%; 30% of final grade)

There will be three (3) online exams (10% each). These assessments are based on the readings, lectures, and learning activities in each Learning Module, and will consist primarily of True/False and Multiple Choice questions. You will have a 24-hour period in which to access an exam, but once the exam is opened, you will have only one hour to complete it. Detailed instructions will be

provided through Blackboard. NOTE: Exam 3 is scheduled on the “Final Exam” date, but will not be cumulative.

### EVALUATION AND GRADING SCALE

All assignment grading criteria/rubrics will be posted on Blackboard. There is a total of 100% possible for students in the course, broken down as follows:

- One (1) introductory assignment @ 5% = 5%
- Ten (10) chapter/video quizzes @ 1% each = 10%
- Ten (10) chapter questions @ 1.5% each = 15%
- Two (2) online discussion forums. Two initial posts @ 5% each plus two responsive posts @ 5% each = 20%
- One (1) written assignment @ 20% = 20% (as described above)
- Three (3) non-cumulative exams @ 10% each = 30%

### GRADING

All grades will be posted on Blackboard.

Students are strongly encouraged to check their scores and cumulative points in Blackboard regularly.

Final grades are non-negotiable and are based on total percentage points earned (see chart).

Course Requirements	Value	Possible
Introductory Assignment	1 @ 5%	5%
Chapter/Video Quizzes	10 @ 1%	10%
Chapter Questions	10 @ 1.5%	15%
Discussion Forum Posts	4 @ 5%	20%
Written Assignments	1 @ 20%	20%
Exams	3 @ 10%	30%
<b>Total Possible</b>		<b>100%</b>

Grading Scale		
89.5% - 100%	=	A
84.5% - 89.4%	=	B+
79.5% - 84.4%	=	B
74.5% - 79.4%	=	C+
69.5% - 74.4%	=	C
64.5% - 69.4%	=	D+
59.5% - 64.4%	=	D
0% - 59.4%	=	F

### **STUDENTS WITH DISABILITIES**

Students with disabilities are encouraged to contact the Student Disability Resource Center if they have not previously done so. The contact information is as follows:

1523 Green Street  
 LeConte Room 112 A  
 Columbia, SC 29208  
 Phone: 803-777-6142  
 Fax: 803-777-6741  
 Web: <http://www.sa.sc.edu/sds/>  
 Email: [sasds@mailbox.sc.edu](mailto:sasds@mailbox.sc.edu)

These services provide assistance with accessibility and other issues to help those with disabilities be more successful. Additionally, students with disabilities should review the information on the Disabilities Services website and communicate with the professor during the first week of class.

### **STUDENT ACADEMIC/SUPPORT RESOURCES**

Please see the links below for additional resources.

[Library Services \(http://www.sc.edu/study/libraries\\_and\\_collections\)](http://www.sc.edu/study/libraries_and_collections)

[Writing Center \(http://www.cas.sc.edu/write\)](http://www.cas.sc.edu/write)

[Student Technology Resources \(http://www.sc.edu/technology/techstudents.html\)](http://www.sc.edu/technology/techstudents.html)

### **ACADEMIC HONESTY AND INTEGRITY**

Every student has a role in maintaining the academic reputation of the University. It is imperative that you refrain from engaging in plagiarism, cheating, falsifying your work and/or assisting other students in violating the Honor Code.

Your work in this course is expected to be your own. The University's commitment to academic integrity is enshrined in the [Carolinian Creed](#) and is detailed in the [Rule of Academic Responsibility](#). Information on violations of academic honesty and integrity and the University's punishments for these violations can be found in the Carolina Community Student Handbook. It is YOUR responsibility to be aware of and adhere to the [Rule of Academic Responsibility](#).

**Plagiarism** is the use of another writer's words or ideas in your work without giving them proper citation. In your writing for this course, you will be expected to properly cite materials that you use from other sources. The University library has a good section on citing materials:

<http://guides.library.sc.edu/content.php?pid=8141&sid=51889>

### Two important components of the Honor Code:

- Faculty members are required to report potential violations of the Honor Code to the Office of Student Conduct and Academic Integrity.
- When a student is uncertain as to whether conduct would violate the Honor Code, it is their responsibility to seek clarification from the appropriate faculty member.

To clarify your understanding of the Honor Code, use these resources:

- [Academic Integrity Tutorial \[video\]](#)
- **Ask me:** [dwatts@hrs.sc.edu](mailto:dwatts@hrs.sc.edu)
- [The Purdue Online Writing Lab](#)
- [Student Success Center »](#)
- [The Writing Center »](#)
- [University Libraries: Citation Basics »](#)

## MODULE SCHEDULE

Students will complete a variety of activities within each module. It is important to follow the module schedule and complete each course requirement according to the course syllabus. Each module is designed to introduce essential concepts and principles, and to enhance the students' ability to analyze, evaluate, and synthesize information, which will prepare the students for next module.

It is very important that you:

- Carefully read the course syllabus;
- Adhere to the specified due dates;
- Check your USC email daily; and
- Monitor the announcements on the course Blackboard site.

## COURSE SCHEDULE

Below is the schedule for you to follow to complete assignments for this course. Remember you may always submit assignments early (except for exams) but **no assignments are accepted late**.

## COURSE CALENDAR

Module & Topic	Assignments to Read & View	Graded Assignments to be Completed	Due Dates: Assignments are due by 10:00 pm
<b>Start Here Module: Course Introduction</b>	Read "Getting Started" in Blackboard menu		
	Read "Syllabus" and "Schedule" in Blackboard menu		
	Read "About Your Instructor" in Blackboard menu		
		Introduce Yourself	Monday, 12/30
	Read your peers' "Introduce Yourself" Assignment		
	Read textbook Introduction (pp. xxiv-xxx)		
<b>SECTION I – CONNECTING WITH PEOPLE ON SUSTAINABLE PRACTICES</b>			
<b>Module #1 CH 1: The Fashion of Sustainability</b>	Read <i>Connecting with People on Sustainable Practices</i> Introduction (pp. 1-3)		
	Read Chapter 1: The Fashion of Sustainability (pp. 4-26)	Answer Chapter 1 questions 1-2, p. 25	Sunday, 1/5
		Take Chapter 1 Blackboard quiz	Sunday, 1/5
	Reflect on Guided Discussion Question 1	Post Initial Discussion #1	Sunday, 1/5
<b>Module #2 CH 2: Seeking Responsibility and Innovation in the Sewn Products Industry</b>	Read Chapter 2: Social Responsibility and Innovation in the Sewn Products Industry (pp. 27-47)	Answer Chapter 2 question 1, p. 47	Sunday, 1/5
		Take Chapter 2 Blackboard quiz	Sunday, 1/5
	Review instructions and investigate topic for Written Assignment		



Module & Topic	Assignments to Read & View	Graded Assignments to be Completed	Due Dates: Assignments are due by 10:00 pm
<b>Module #3</b> <b>CH 3: User-Centered Innovation: Design Thinking and Sustainability</b>	Read Chapter 3: User-Centered Innovation: Design Thinking and Sustainability (pp. 51-75)	Answer Chapter 3 questions 1-2, pp. 74, 75	Sunday, 1/5
	View video, <i>Fashion's Toxic Threads</i> (The Economist) : <a href="https://www.youtube.com/watch?v=Ko_BZhIpl1Q">https://www.youtube.com/watch?v=Ko_BZhIpl1Q</a>	Take Video quiz in Blackboard	Sunday, 1/5
<b>Module #4</b> <b>CH 4: Social Media as a Tool for Social Change</b>	Read Chapter 4: Social Media as a Tool for Social Change (pp. 76-98)	Answer Chapter 4 questions 1-2 p. 98	Sunday, 1/5
		Take Chapter 4 Blackboard quiz	Sunday, 1/5
<b>Module #5</b> <b>CH 5: Issues of Social Responsibility and the Challenges Faced by the Design Makers and the Decision Doers</b>	Read Chapter 5: Issues of Social Responsibility and the Challenges Faced by the Design Makers and the Decision Doers (pp. 100-121)	Take Chapter 5 Blackboard quiz	Sunday, 1/5
	Review unit materials and study for Exam 1		
		Take Exam 1 (on chapters 1 -5)	Tues., 1/7
<b>SECTION II</b>			
<b>Module #6</b> <b>CH 6: Mixing Metaphors in the Fiber, Textile, and Apparel Complex: Moving Forward</b>	Read <i>Production &amp; Economic Processes in the Global Economy</i> Introduction, pp. 129-131		
	Read Chapter 6: Mixing Metaphors in the Fiber, Textile, and Apparel Complex: Moving Forward (pp. 132-157)	Take Chapter 6 Blackboard quiz	Sunday, 1/12

Module & Topic	Assignments to Read & View	Graded Assignments to be Completed	Due Dates: Assignments are due by 10:00 pm
<b>Module #7</b> <b>CH 7: Economy of Scale: A Global Context</b>	Read Chapter 7: Economy of Scale: A Global Context (pp. 159-178)	Answer Chapter 7 questions 1-2, p. 178	Sunday, 1/12
		Take Chapter 7 Blackboard quiz	Sunday, 1/12
<b>Module #8</b> <b>CH 8: Zero Waste Fashion Design</b>	Read Colleagues' Initial Discussion Posts #1	Post Discussion Response to at least 1 person	Sunday, 1/12
	Read Chapter 8: Zero Waste Fashion Design (pp. 179-201)	Answer Chapter 8 questions 1-2, p. 201	Sunday, 1/12
	Conduct research for Written Assignment		
<b>Module #9</b> <b>CH 9: Economic Impact of Textile and Clothing Recycling</b>	Read Chapter 9: Economic Impact of Textile and Clothing Recycling (pp. 204-228)	Answer Chapter 9 questions 1-2, p. 228	Sunday, 1/12
	View video, <i>The True Cost of Fast Fashion</i> (The Economist): <a href="https://www.youtube.com/watch?v=tLfNUd0-8ts">https://www.youtube.com/watch?v=tLfNUd0-8ts</a>	Take Video quiz in Blackboard	Sunday, 1/12
	Prepare draft for Written Assignment		
<b>Module #10</b> <b>CH 10: Technology and Sustainable Futures</b>	Read Chapter 10: Technology and Sustainable Futures (pp. 231-254)	Answer Chapter 10 questions 1-2, p. 254	Sunday, 1/12
		Take Chapter 10 Blackboard quiz	Sunday, 1/12
	Reflect on Guided Discussion Question 2	Post Initial Discussion #2	Sunday, 1/12

Module & Topic	Assignments to Read & View	Graded Assignments to be Completed	Due Dates: Assignments are due by 10:00 pm
	Continue working on Written Assignment		
	Review unit materials and study for Exam 2		
		Take Exam 2 (on chapters 6-10)	Tuesday, 1/14
<b>SECTION III</b>			
<b>Module #11</b> <b>CH 11: Treatise for Fashion Sustainable Thinking</b>	Read Colleagues' Initial Discussion Posts #2	Post Discussion Response to at least 1 person	Sunday, 1/19
	Read <i>The Environment, the Planet, &amp; the Materials Used in Fashion Making</i> Introduction (pp. 265-267)		
	Read Chapter 11: Treatise for Fashion Sustainable Thinking (pp. 268-291)		
	Finalize Written Assignment	Submit Written Assignment	Sunday, 1/19
<b>Module #12</b> <b>CH 12: Designing for the Circular Economy: Cradle to Cradle® Design</b>	Read Chapter 12: Designing for the Circular Economy: Cradle to Cradle® Design (pp. 293-312)	Answer Chapter 12 questions 1-2, pp. 311, 312	Sunday, 1/19
<b>Module #13</b> <b>CH 13: Fibers: Exploring Healthy and Clean Fiber</b>	Read Chapter 13: Fibers: Exploring Healthy and Clean Fiber (pp. 313-342)	Answer Chapter 13 questions 1-2, p. 342	Sunday, 1/19
	View video, <i>Self Cleaning Clothes</i> (The Edge): <a href="https://www.youtube.com/watch?v=MnkiyTH1zDM">https://www.youtube.com/watch?v=MnkiyTH1zDM</a>	Take Video quiz in Blackboard	Sunday, 1/19

<b>Module &amp; Topic</b>	<b>Assignments to Read &amp; View</b>	<b>Graded Assignments to be Completed</b>	<b>Due Dates: Assignments are due by 10:00 pm</b>
<b>Module #14 CH 14: Sustainable Sourcing</b>	Read Chapter 14: Sustainable Sourcing (pp. 346-372)	Take Chapter 14 Blackboard quiz	Sunday, 1/12
	Review unit materials and study for Exam 3		
<b>Finals Week</b>		Final Exam	Tuesday, 1/21