

**FASHION MERCHANDISING
Alumni Survey**

Thank you for participating in the 2006 Dallas-area SFASU fashion merchandising Alumni Dinner. Please provide some feedback for our consideration in program improvement by responding to the items below.

1. Please circle the term which best indicates your opinion of how well the Fashion program prepared you for the professional competencies listed below.

Aesthetics (design elements/principles in fashion products)	Excellent	Satisfactory	Poor
Global Diversity (global factors affecting fashion products & merchandising)	Excellent	Satisfactory	Poor
Policy/Ethics (laws, trade agreements, environmental issues, ethical decision-making)	Excellent	Satisfactory	Poor
Human Behavior (factors affecting consumer behavior & fashion acceptance)	Excellent	Satisfactory	Poor
Analysis/Problem Solving (application, evaluation & interpretation of information)	Excellent	Satisfactory	Poor
Product Development & Evaluation (materials, quality standards, production methods)	Excellent	Satisfactory	Poor
Merchandising (customer needs, business operations, profitability, buying/selling)	Excellent	Satisfactory	Poor
Professional Development (personal growth, career advancement, communications)	Excellent	Satisfactory	Poor

2. Which one of the fashion merchandising courses stands out in your memory as the most helpful course to you in your career path? Why?

3. Which one of the fashion merchandising courses stands out in your memory as the least helpful course to you in your career path? Why?

4. What are the strengths or weaknesses of the SFASU fashion merchandising program?

5. Were you satisfied overall with the educational preparation that you received through the fashion merchandising program in the SFASU Department of Human Sciences? Circle one.

YES

NO

Please use the back if needed and to make any further suggestions/comments about how to improve the program. THANK YOU!

FASHION MERCHANDISING
Results of Alumni Survey – Dallas Alumni Dinner 2/22/06

1. Please circle the term which best indicates your opinion of how well the Fashion program prepared you for the professional competencies listed below.

	Excellent	Satisfactory	Poor
Aesthetics -	10	3	0
Global Diversity	8	5	0
Policy/Ethics	8	5	0
Human Behavior	12	1	0
Analysis/Problem Solving	8	5	0
Product Development	11	2	0
Merchandising	9	4	0
Professional Development	9	4	0

2. Which one of the fashion merchandising courses stands out in memory as the most helpful course to you in your career path?

- Textiles 1&2, 20th Century Cultural aspects of clothing
- Apparel II
- The business plan/internship helped out the best - but we needed all of the courses up until then to be able to complete the business plan
- 20th century costume - helps you I.D. new trends from the past which ever class we did Retail Math in (Merchandising Procedures)
- Fabrics & Textiles
- Internship Classes
- Promotion/ Advertising (don't remember the actual name)
- Cultural prospects of clothing, 20th Century Costumes
- Fashion Design B. textiles, Knowing the fabrics has been a major help when trying to sell
- Apparel
- Aesthetics - this class was informative & full of lots of practical information that every one fashion should know
- Textiles class - knowledge of material; Business Plan Class - Planning, budgeting, analysis
- Entrepreneur, Learned the business side of it all, I really use this information. I actually have my book at work for reference

3. Which one of the fashion merchandising courses stands out in your memory as the least helpful course to you in your career path? Why?

- Textiles; (I took it at a Junior college) But you are taught so many and given so much info that I can't even begin to remember anything
- Sewing - not as important for merchandising, need more business, marketing & communication classes.
- Entrepreneurship 420 - Its not that this class was not helpful but not as so much important info covered that I think it should be broken down into two classes so it can be covered more thoroughly.
- Aesthetics
- I am thankful for all my classes they all gave a little for the knowledge that I am telling my customers.
- Early Childhood/ Child development because it had to do with my major or degree.
- Child Development
- They are all helpful in their own ways
- I loved all of the courses - I just wish that there had been more wholesale info
- Aesthetics
- Child Development

4. What are the strengths and weaknesses of the SFASU fashion merchandising program?

- The support of the teaching staff
- Too many redundant classes
- Retail courses are very strong; manufacturing/ wholesale course non existent
- The curriculum needs more retail math & excel experience
- It keeps getting better
- Strengths - teachers
- Strengths - Its good how we all still get together it's all about who you know
- Need more classes dealing with excel, but that is the only weakness - strengths
- Retail math should be required
- The students should be required to take more maths. I've found that I am at a disadvantage compared to other people my age when it comes to the #'s side of business.
- It's important to have one on one (teacher / student) interaction, plus presentation skills
- Taught a well rounded group of information. A little of everything that I use now.
Weakness; almost too broad, not a many classes on a particular subject.

5. Where you satisfied with the overall educational experience that you received thought the fashion merchandising program in the SFASU in the Department of Human Sciences?

- Yes - 13
- No - 0

Alumni Fashion Merchandising

Please indicate your opinion of how well the content in the following courses prepared you for your profession. N. A. indicates "not applicable."

	N. A.	Excellent	Good	Average	Poor	Total
HMS 119 Introduction to Fashion Merchandising	1	0	3	1	0	5
HMS 121/260 Principles of Textile Science	1	2	1	1	0	5
HMS 131 Apparel I	1	2	1	1	0	5
HMS 230 Cultural Aspects of Clothing	1	0	4	0	0	5
HMS 232 Twentieth Century Costume	1	1	3	0	0	5
HMS 233 Apparel Design	1	0	4	0	0	5
HMS 323 Specialty Merchandising	3	0	2	0	0	5
HMS 333 Apparel II	1	0	3	1	0	5
HMS 343 Visual Merchandising & Display	1	3	1	0	0	5
HMS 363 Advanced Textiles	1	1	2	1	0	5
HMS 419 Merchandising Procedures	1	1	3	0	0	5
HMS 420 Practicum	1	1	2	1	0	5
HMS 463 Fashion Promotion	3	0	2	0	0	5
HMS 478 Special Topic-Entrepreneurship	3	1	1	0	0	5

Please indicate your opinion of how well the Fashion Merchandising program prepared you for the professional competencies listed below.

	N. A.	Excellent	Good	Average	Poor	Total
N. A. indicates "not applicable."	2	1	2	0	0	5
Aesthetics (design elements/principles in fashion products)	1	1	3	0	0	5
Global Diversity (global factors effecting fashion products & merchandising)	2	2	1	0	0	5
Policy/Ethics (laws trade agreements environmental issues ethical decision-making)	1	2	2	0	0	5
Human Behavior (factors effecting consumer behavior & fashion acceptance)	1	1	2	0	1	5
Analysis/Problem Solving (application evaluation & interpretation of information)	2	1	1	1	0	5
Product Development & Evaluation (materials quality standards production methods)	1	1	3	0	0	5
Merchandising (customer needs business operations profitability buying/selling)	0	2	2	1	0	5
Professional Development (personal growth career advancement communications)						

As mandated by the American Association of Family & Consumer Sciences each Human Sciences major must complete courses covering the knowledge base of Family & Consumer Sciences for well rounded preparation for life. Please rate the effectiveness of each of these courses in enhancing your personal life skills.

	N. A.	Excellent	Good	Average	Poor	Total
HMS 147 Personal & Family Resource Management	2	0	2	1	0	5
HMS 206 Art in the Home	2	1	1	1	0	5
HMS 236 Child Development I	0	0	4	1	0	5
HMS 239/339 Introductory Nutrition	0	0	3	2	0	5
HMS 350 Leadership in Human Sciences	1	1	2	1	0	5
HMS 440 Consumer Problems	1	0	4	0	0	5
HMS 493 Applied Human Sciences	1	0	4	0	0	5