MEMORANDUM

TO: University Senate

FR: General Education Committee

DT: January 29, 2007

RE: Agenda Items

The General Education passed the following agenda item at its meeting on November 2:

Approve course for Inclusion in General Education (Category E):

DMT 431 Clothing and Human Behavior
<table>
<thead>
<tr>
<th>Type of Item</th>
<th>Description of Item and Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Item</td>
<td>General Education Course Proposal&lt;br&gt;DMT 431: Clothing and Human Behavior&lt;br&gt;Contact: Jin Su&lt;br&gt;<a href="mailto:jin.su@wku.edu">jin.su@wku.edu</a>&lt;br&gt;5-3995</td>
</tr>
</tbody>
</table>
GENERAL EDUCATION COURSE PROPOSAL

Course prefix, number, and title: DMT 431 Clothing and Human Behavior

Credit Hours: 3

Department: Consumer & Family Sciences

College: Health and Human Services

General Education Category: World Cultures and American Cultural Diversity

Academic Year: 2006-2007

Check one: Proposal for inclusion in category: Review of inclusion in category

Attach a brief statement for the course that includes the following:

1. **Current catalog description of the course.**

   Study of dress and adornment in relation to human behavior. Clothing and appearance are explored in relation to the self, to interpersonal communication, and to collective behavior in social, cultural, and historical contexts.

2. **General Education goal(s) met by the course.**

   Category E: Goal 7 - An appreciation of the complexity and variety in the world’s cultures.

3. **Discussion of how the course meets the General Education goals listed in Item 2.**

   It will help a student attain:
   - an understanding of dress in relationship to human behavior and cultures.
   - a historical perspective of symbolism in clothing and adornment.
   - an understanding of personal appearance and its modifications for social realities.

4. **Discussion of how course syllabus will provide students with the information in Items 1, 2, and 3.**

   This course uses lectures, readings and discussions to introduce you to the multicultural impact of clothing in the global society. Course projects are designed to help link the topics within this course to other courses such as psychology, sociology, anthropology, marketing, economics, textiles and clothing. This course will also encourage you to think analytically about global and social events that impact the dress of individuals and groups, in regards to gender, religion, socioeconomic position and individualism.

**Assessment Plan below**

Attach a course syllabus.
1. **Current catalog description of the course:**

   Study of dress and adornment in relation to human behavior. Clothing and appearance are explored in relation to the self, to interpersonal communication, and to collective behavior in social, cultural, and historical contexts.

2. **General Education Goal met by the course:**

   Category E: Goal 7
   An appreciation of the complexity and variety in the world’s cultures.

3. **Syllabus Statement:**

   **DMT 431 – Clothing and Human Behavior**

   General Education and Course Goals: This course helps fulfill the requirements for Category E: World Cultures and American Cultural Diversity in Western Kentucky University’s General Education program. It will help you attain:

   - an understanding of dress in relationship to human behavior and cultures.
   - a historical perspective of symbolism in clothing and adornment.
   - an understanding of personal appearance and its modifications for social realities.

   This course uses lectures, readings and discussions to introduce you to the multicultural impact of clothing in the global society. Course projects are designed to help link the topics within this course to other courses such as psychology, sociology, anthropology, marketing, economics, textiles and clothing. This course will also encourage you to think analytically about global and social events that impact the dress of individuals and groups, in regards to gender, religion, socioeconomic position and individualism.

4. **Assessment Plan**

<table>
<thead>
<tr>
<th>General Education Goal(s)</th>
<th>Course Objectives (Measurable)</th>
<th>Assignments/Activities Designed to Meet Objectives</th>
<th>Assessment Methodologies for Student Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Goal 7 – An appreciation of the complexity and variety in</td>
<td>Course Objective 1</td>
<td>Students are expected to attend the class regularly and participate in classroom activities. Course learning methods</td>
<td>Midterm and final exams, reading assignments, and course projects will be used for</td>
</tr>
<tr>
<td>Course Objective 1</td>
<td>To examine basic theories that contribute to understanding clothing and human behavior.</td>
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<tr>
<td>Course Objective 2</td>
<td>To analyze the role of appearance in group/organizational membership from the viewpoint of both participant and observer.</td>
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<tr>
<td>Course Objective 3</td>
<td>To research and analyze a form of dress characteristic of a particular culture within its cultural context.</td>
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<tr>
<td>Course Objective 4</td>
<td>To explore personal appearance and its modifications for social realities.</td>
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<tr>
<td>Course Objective 5</td>
<td>To research and analyze the role of appearance management from the viewpoint of both message(s) sent and message(s) received.</td>
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</tbody>
</table>
| Course Objective 6 | Students will complete 3 different projects during the course. Each of the course projects involves a presentation and a paper. Forms of dress project is to study and analyze a form of dress of a particular country, culture, group, or organization and to recognize cultural differences in dress. The consumer target group project is designed to give students an insight of current trends for global apparel industry — collect a wide variety of information about targeted groups from a wide array of sources. The cultural sharing project is designed to help students understand the relationship between assessment of student learning. Exam questions will be related to text materials and will be linked to the specified six course objectives and the general education goal. Questions will be graded using a scale developed by the instructor. Assessment goals will be for 80% of students to score 75% or higher on these questions and for the mean to be at least 80%. For the course projects (including papers and oral presentations), one criteria for the quality of the paper will be the degree to which it demonstrates an appreciation of the complexity and variety in the world’s cultures. Students will be assigned topics by the instructor to ensure a variety of cultures are represented. Assessment goals will be for 80% of students to score 75% or higher on these projects and for the mean to be at least 80%.

**Midterm and final exams will be given during the course. Exams will test for knowledge and understanding of material offered in class and assigned readings. Reading assignments will be given during the course. Readings will assist students understanding of materials offered in class and develop critical thinking skills. Students will complete 3 different projects during the course. Each of the course projects involves a presentation and a paper. Forms of dress project is to study and analyze a form of dress of a particular country, culture, group, or organization and to recognize cultural differences in dress. The consumer target group project is designed to give students an insight of current trends for global apparel industry — collect a wide variety of information about targeted groups from a wide array of sources. The cultural sharing project is designed to help students understand the relationship between assessment of student learning. Exam questions will be related to text materials and will be linked to the specified six course objectives and the general education goal. Questions will be graded using a scale developed by the instructor. Assessment goals will be for 80% of students to score 75% or higher on these questions and for the mean to be at least 80%. For the course projects (including papers and oral presentations), one criteria for the quality of the paper will be the degree to which it demonstrates an appreciation of the complexity and variety in the world’s cultures. Students will be assigned topics by the instructor to ensure a variety of cultures are represented. Assessment goals will be for 80% of students to score 75% or higher on these projects and for the mean to be at least 80%.**
clothing and culture and to develop an appreciation of cultural diversity on campus and throughout the world. The purpose of the project is for students to gain as much exposure as possible to different cultures and share their own culture with someone who is not from their country of origin.
DMT 431 – CLOTHING AND HUMAN BEHAVIOR. ONLINE COURSE FALL 2006
(Selected Meeting Times on Campus: Thursday 03:45pm — 06:30pm) AC 304

INSTRUCTOR
Dr. Jin Su
Office: Academic Complex – Room 302C
Office Phone: 270-745-3995
Email: jin.su@wku.edu
Office Hours: Monday, Wednesday, Friday, 2:30pm – 4:30pm
Thursday, 1:00pm – 3:00pm

COURSE REQUIREMENTS
. A high-speed internet connection is required for this course
. The students should be proficient in the use of BlackBoard
. The students are expected to use WKU email
. The students must be disciplined to complete assignments and discussions on time

REQUIRED TEXT

COURSE DESCRIPTION
Study of dress and adornment in relation to human behavior. Clothing and appearance are
explored in relation to the self, to interpersonal communication, and to collective behavior in
social, cultural, and historical contexts.

PREREQUISITES
PSY100 or SOCL100 and junior standing or consent of instructor.

RELATIONSHIP TO OTHER COURSEWORK
The course links topics within this class to courses in cultural studies, sociology,
anthropology, marketing, economics, textiles and clothing, and etc. It also emphasizes global
and multicultural diversity.

COURSE OBJECTIVES
At the end of this course, students will be able to:
1. To become aware of a growing body of subject matter related to the cultural, social,
   psychological, physical, economic, and aesthetic aspects of clothing
2. To examine basic theories that contributes to understanding clothing and human behavior
3. To analyze and write up findings on the role of appearance in group/organizational
   membership from the viewpoint of both participant and observer
4. To research and analyze a form of dress characteristic of a particular culture within its
   cultural context
5. To explore personal appearance and its modifications for social realities
6. To research and analyze the role of appearance management from the viewpoint of both message(s) send and message(s) received

TECHNOLOGY APPLICATIONS
There would be some coverage of technological advances relating to dress in the course.

GLOBAL PERSPECTIVES
There would be some coverage of global perspectives in this course.

DEMOGRAPHIC DIVERSITY PERSPECTIVES
There would be some coverage of the impact of demographic diversity in this course.

ETHICAL PERSPECTIVES
There would be some coverage of ethical issues as they relate to the course.

POLITICAL, SOCIAL, LEGAL, ENVIRONMENTAL, AND REGULATORY PERSPECTIVES
Political, social, legal, and regulatory issues, to the extent applicable, will be covered in this course. It is anticipated that there would be some coverage of these issues.

INSTRUCTIONAL ACTIVITIES
Blackboard online group discussions
Independent reading in the textbook and supplemental materials
Selected meeting times on campus
Group and individual written assignments submitted in Microsoft Word format
Projects presentations

COURSE POLICIES
1. All students are expected to conduct themselves in a professional manner.
2. Class professionalism will be based upon timeliness to class, participation in class discussions, never being rude, not using inappropriate language, etc. Violation of this standard will lower your grade.
3. All students are expected to attend the first meeting of the class and be on time for all scheduled on-campus sessions in the entire class period.
4. Ability to read Adobe PDF file. Download of Adobe Reader is free. See Helpful Links on Blackboard main course page or call Help Desk 745-7000 for directions on free download.
5. Your WKU email is the ONLY email address that I will use to contact you. Be sure that your WKU email address on TopNet is current and is one that you check daily. It is expected all communications are prepared and presented professionally. It is important that respect and manners be demonstrated through email messages. To communicate professionally and respectfully with the professor, your email should include:
   - Email Subject
   - A greeting
   - Clearly written paragraph(s) indicating the question or concern you have
   - End the message politely
   - Be sure to include your name at the end
6. Be sure to read the Announcements when logging into the class. Weekly announcements include important information about the class materials, assignments or due date.
7. Course notes for each chapter will be posted in “Course Materials” section of the Blackboard main course page each Thursday. Students are responsible for text materials, all assigned readings, and etc.

8. Assignments (Readings and Projects) will be posted in “Assignments” section of the Blackboard main course page at appropriate time.

9. Discussion questions will be posted in “Group Discussion” section of the Blackboard main course page each Thursday. Students are required to participate in online discussions of course topics. Students are placed into pre-assigned groups of 8 or 9 students to participate in online group discussion. The steps to access Group Discussion is: Click “Group Discussions” on the left-hand side of the Blackboard main course page then click the “Group Name” – then click “Group Discussion Board”

E-mail to the instructor will NOT be considered class discussion. When a topic is proposed by the instructor, students will need to participate in “Group Discussion” about that topic at least once and by the due date posted. This participation will be tracked by the instructor. Your grade for discussions will be based on the frequency and quality of participation.

Your discussion postings should demonstrate thought and application of materials read in the chapter (or other resources) and should be respectful to peers.

ALL EXCUSABLE ABSENCES must be documented.

Absences from the on-campus meetings will be excused for the death of immediate family member and for an illness/sickness only when the student provided a medical note stating the student was unable to attend class. Documentation is accepted up to 2 weeks after the absence. It is the student’s responsibility to provide the documentation.

ASSIGNMENT (READINGS & PROJECTS) REQUIREMENTS

1. Students are responsible for all materials assigned in the text. This is an online course, so it is imperative that time be set aside to focus on the work. All written assignments must be turned in on time. Assignments turned in after due date will be assessed as late. Penalty for late work is reduction of grade by 20% of the assignment points. Written assignments not received within 24 hours beyond the due date will not be accepted and will be given a zero grade. Do not wait until the last minute to make printouts. Any computer problems will not be excused.

2. Written assignments (projects/readings): All readings and projects must satisfy the requirements as follows: WORD file typed and printed on printer, double-spaced, sized 10-12 font, 1-inch margins on all sizes, title of assignment centered on first page, use of header containing student name at left side and due date on right side, use of appropriate page number, appropriate citation for all references and quotations (APA style), and accurate spelling and grammar.

Style Manuals & Writing Guides on the Web and at WKU Library:
http://www.wku.edu/library/tip/
http://www.wku.edu/Library/dlps/guides/stylwrit.htm#apa

Examples of APA style for references:
3. How to Submit Your Assignments (Readings & Projects)

Readings: Students are required to submit your reading assignments by due date through Blackboard. Click the “Assignments” button on the Blackboard main course page, then click the link entitled “View/Complete Assignment” to view the reading requirements. You will see a screen with “Assignment Information” (assignment name, instructions/attached files) and “Assignment Materials”. Under the “Assignment Materials”, there is a “File to Attach”, you can attach your work and then hit SUBMIT.

You are required to attach your work (WORD file, having a “.doc” extension) to the message when you submit your work (not to put your work in the text box).

Projects: Students are required to submit your projects and PowerPoint presentations on the day when you come to on-campus meeting for project oral presentation. Because cultural awareness and competence is an important goal of this course, in order to share different perspectives, all students are required to make oral PowerPoint presentations for projects. Oral presentation is included in the final grade for the project.

It is strongly suggested that you keep your original copy of your work in your disk (or flash drive) in case there is some problem with Blackboard.

GRADING POLICY

You are responsible for your own learning. Work with your own preferred style of learning to optimize your performance. We will make every effort to keep accurate records. However, it is also students’ responsibility to monitor grade reports and keep all materials related to the course.

Your total grade is based on tests, final comprehensive exam, readings, assignments, projects, and class participation and professionalism. Grades are based on the following point system (please refer to the tables below):

<table>
<thead>
<tr>
<th>Grading Systems</th>
<th>Grade</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackboard Discussions</td>
<td>A</td>
<td>540. A</td>
<td>90, A .100</td>
</tr>
<tr>
<td>Readings</td>
<td>B</td>
<td>480. B &lt;540</td>
<td>80, B &lt;90</td>
</tr>
<tr>
<td>Exams</td>
<td>C</td>
<td>420. C &lt;480</td>
<td>70, C &lt;80</td>
</tr>
<tr>
<td>Forms of Dress Project</td>
<td>D</td>
<td>360. D &lt;420</td>
<td>60, D &lt;70</td>
</tr>
<tr>
<td>Consumer Target Group Project</td>
<td>F</td>
<td>F &lt;360</td>
<td>&lt;60</td>
</tr>
<tr>
<td>Culture Sharing Project</td>
<td></td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Class Participation and Professionalism</td>
<td></td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>600</td>
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</table>
Academic Honesty

Students will be expected to do his/her own original work for projects and assignments. Students should NOT make, borrow, or “share” copies of their assignments or files with other students. Helping one another is allowed, but coping, even electronically, is cheating. Failure to comply with this policy will result in a failing grade for the exam/assignment and, perhaps, the course. Students should be aware of WKU’s academic dishonesty policy (WKU Student Handbook), which states: “Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the Office of the Dean of Student Life for disciplinary sanctions.” Therefore, DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE by participating in, or facilitating, any act of academic dishonesty. Students are rarely remembered for their grades, but may be remembered for dishonesty.

Student Disability Services

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Tentative Schedule for Fall 2006 DMT 431: Clothing & Human Behavior ONLINE COURSE

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Reading (Text Chapter)</th>
<th>Assignments</th>
<th>Assignment Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>08/31 R</td>
<td>Introduction, Syllabus, Blackboard</td>
<td>Syllabus, Blackboard Training</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>09/07 R</td>
<td>Ch1 &amp; Ch2</td>
<td>Discussions – Ch1&amp;Ch2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>09/14 R</td>
<td>Reading #1</td>
<td>Project – Forms of Dress</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>09/21 R</td>
<td>Ch3 &amp; Ch4</td>
<td>Discussions – Ch3&amp;Ch4</td>
<td>Reading #1 Due on 9/21 by 11:00pm</td>
</tr>
<tr>
<td>5</td>
<td>09/28 R</td>
<td>Reading #2</td>
<td>Reading #2</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10/05 R</td>
<td>(No Class)</td>
<td>FALL BREAK</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>10/12 R</td>
<td>Ch5 &amp; Ch6 &amp; Ch7 Reading #3</td>
<td>Discussions – Ch5&amp;Ch6&amp;Ch7 Reading #3</td>
<td>Reading #2 Due on 10/12 by 11:00pm</td>
</tr>
<tr>
<td>8</td>
<td>10/19 R</td>
<td>Midterm Exam Presentation – Forms of Dress</td>
<td>Project – Cultural Sharing Project – Consumer Target Group</td>
<td>Forms of Dress Project Due on 10/19</td>
</tr>
<tr>
<td>9</td>
<td>10/26 R</td>
<td>Ch8 &amp; Ch9</td>
<td>Discussions – Ch8&amp;Ch9 Reading #4</td>
<td>Reading #3 Due on 10/26 by 11:00pm</td>
</tr>
<tr>
<td>10</td>
<td>11/02 R</td>
<td>ITAA CONFERENCE Students do Consumer Target Group Project and Cultural Sharing Project</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>11/09 R</td>
<td>Ch11 &amp; Ch13</td>
<td>Discussions – Ch11&amp;Ch13</td>
<td>Reading #4 Due on 11/09 by 11:00pm</td>
</tr>
<tr>
<td>12</td>
<td>11/16 R</td>
<td>Reading #5</td>
<td>Reading #5</td>
<td>Consumer Target Group</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Time</td>
<td>Topic</td>
<td>Assignment</td>
</tr>
<tr>
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<td>--------------------------------------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>13</td>
<td>11/23 R</td>
<td>(No Class)</td>
<td><strong>Presentation – Consumer Target Group</strong></td>
<td><strong>THANKSGIVING BREAK</strong></td>
</tr>
<tr>
<td>14</td>
<td>11/30 R</td>
<td>Ch14</td>
<td>Discussions – Ch14</td>
<td><strong>Reading #5 Due on 11/30 by 11:00pm</strong></td>
</tr>
<tr>
<td>15</td>
<td>12/07 R</td>
<td>Presentation – Cultural Sharing</td>
<td>Presentation – Cultural Sharing Project</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>12/11 – 12/15</td>
<td>Final Exam Week</td>
<td>Cultural Sharing Project</td>
<td><strong>Cultural Sharing Project Due on 12/14</strong></td>
</tr>
</tbody>
</table>

The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.