

**INTERNSHIP MANUAL**  
**Fashion Merchandising**  
**College of Education**  
**DIVISION OF FAMILY & CONSUMER**  
**SCIENCES**

**DELTA STATE**  
**UNIVERSITY** 

COLLEGE OF EDUCATION

*CLEVELAND, MS 38733*  
*2011-2012*

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**Spring**

**COURSE SYLLABUS**

**Dr. Jan Haynes**

**Course Description**

**FCS 488 Internship in Fashion Merchandising.** Supervised professional experience in selected area, including fashion merchandising. Prerequisite: meet specified criteria. 3 or 6.

**General course objectives:**

1. Gain profitable learning experiences through working closely with professionals in the field
2. Attain greater depth of learning by application of course material to the on-the-job experiences.
3. Understand the significance of academic courses and their application to work experience.
4. Understand position responsibilities through interaction with personnel on a formal and informal basis.
5. Understand the relationship between the internship course and career goals.
6. Develop a better understanding of career professionalism.
7. Establish contact with professional personnel.
8. Think in terms of a variety of job possibilities.
9. Make a wise career selection based on firsthand knowledge.

**Internship Supervisor**

Dr. Jan Haynes, Division of Family & Consumer Sciences  
P.O. Box 3273, Delta State University  
Cleveland, MS 38733  
Office Phone: 662-846-4315

**Credit Hours**

3 credit hours: 200 working hours, (5 weeks at 40 hours or similar)

6 credit hours: 400 working hours, (10 weeks at 40 hours or similar)

**Text**

Stretch, S.M.& Harp, S.S. (1992). Retail/merchandising internship manual. New York: Macmillan Publishing Company.

**Collateral Reading**

Selected materials will be assigned and discussed throughout the semester.

**Tentative Evaluation and Grading**

(Complete details will be given later during the semester.)

The final grade will be based upon the following:

90% - Actual work experience: completion of lab manual activities; merchant's evaluation; faculty/supervisor evaluation; weekly reports; student/faculty conference.

10% - Seminar assignments

The Delta State University grading scale will be used.

All points are tentative.

Activity	Possible Pts.
Issues paper	50
Internship assignments	150
Weekly reports (about 15 pts. ea.)	150
Work experience	400
Total	750

**CUTS ARE NOT ALLOWED FOR THIS ONE HOUR PER WEEK SEMINAR.**

**Tardy Work**

All assigned seminar activities are due at the beginning of the class period on the due date. Late papers will not be accepted and a grade of “0” will be recorded.

**YOU REPRESENT DELTA STATE UNIVERSITY IN A BUSINESS ENVIRONMENT.**

**YOU ARE A FASHION MERCHANDISING STUDENT ENROLLED IN AN OFF CAMPUS COURSE.**

**EXPERIMENT, LEARN A LOT, HAVE FUN AND .....ALWAYS BE PROFESSIONAL!**

**THE INTERNSHIP PROGRAM**

An internship is a “temporary period of supervised work that provides opportunities for develop skills and to test abilities and career interest, and to systematically examine institutional cultures in a chosen academic field of study.” (Zauderer) This manual provides criteria for eligibility and other information to enable students to apply for and complete an internship in Fashion Merchandising.

**BACKGROUND INFORMATION**

**Fashion Merchandising**

In 1976, a fashion merchandising option was added to the offerings of the School of Business at Delta State University. This specialized program was an interdisciplinary effort with the Department of Art, the Division of Management and Marketing, and the Division of Family and Consumer Sciences working together to prepare students for positions in the retailing field with special emphasis placed on fashion retailing. In the fall of 1984, the program in fashion merchandising was moved to the Division of Family and Consumer Sciences.

The internship course, FCS 488, was first offered in the spring of 1979. At that time, internships were highly recommended but were optional. In the 1988-89 Delta State University catalog, FCS 488 Internship for 3 or 6 hours was listed as a required course. Students completing this program will receive a Bachelor of Science in Family and Consumer Sciences, (B.S.) with a concentration in Fashion Merchandising.

## **CRITERIA FOR ELIGIBILITY**

1. Junior or senior standing
2. Fashion Merchandising major or minor
3. 2.5 cumulative GPA in all coursework OR a 3.0 GPA in Family and Consumer Sciences coursework
4. Previous work experience highly recommended
5. Completion of specified coursework\*
6. Completion of internship application
7. Completion of required faculty/teacher recommendations.
8. Approval for internship by an Internship Committee

### **\* Required Coursework for Fashion Merchandising**

Completion of at least six of the following courses:

FCS 246 The Fashion Industry

FCS 310 Textiles

FCS 311 Apparel Analysis

FCS 320 Historic Costume

FCS 484 Fashion Promotion

FCS 485 Fashion Merchandising

MKT 300 Marketing Principles

MKT 321 Salesmanship

MKT 328 Retail Management

## REQUIREMENTS FOR ADMISSION INTO THE INTERNSHIP PROGRAM

1. During the freshman or sophomore year, try to obtain work experience related to your field. However, work experience of any kind is a positive factor in preparation for internship.
2. Complete the Admission Form and return to the appropriate faculty supervisor or to the Chair of the Division of Family and Consumer Sciences. Submit admission form during week of pre-registration according to the following schedule.  
**At preregistration in the Fall:** students apply for internships to be performed the following **Summer**  
**At preregistration in the Spring:** students apply for internships to be performed the following **Fall or Spring**
3. Secure faculty recommendations for admission into the internship program. Fashion Merchandising majors must have two Faculty Recommendations. At least one recommendation must come from an FCS faculty member.
4. Completed applications will be reviewed by an Internship Committee and the student will be notified of acceptance or denial of admission before the completion of the semester in which the application is made.
5. Admission will be determined by the Internship Committee using these criteria as guidelines:
  - A. Eligibility requirements
  - B. Student's abilities
  - C. Student's career interests and preferences
  - D. Faculty Recommendations
6. One semester before the planned internship experience, schedule a conference with the faculty supervisor to discuss placement.
7. Placement will be contingent upon acceptance of the intern by an appropriate supervising agency/company with the approval of the Internship Committee.

## ENROLLMENT PROCEDURES FOR THE INTERNSHIP

1. Enroll in the internship course FCS 488. As part of the course, all students must participate in a seminar before they leave campus to do their internship.
2. **Students are discouraged from taking other courses during the 5 or 10 week internship work period. In rare circumstances, work experience may be approved for the fall or spring semester. In such cases, students who need to take another course should discuss these scheduling problems with the faculty supervisor of the internship program. Under no circumstances during the work experience may a student take more than twelve hours, including the internship. Students in internship need to be able to schedule blocks of uninterrupted work time. This uninterrupted time should be a minimum of 5 hours per day. Inability to do this will negatively impact the internship experience for the student and for the employer. This will reflect negatively on Delta State. Under no circumstances should a student try to maintain outside employment in addition to the internship experience if it interferes with the student's availability for the internship experience.**

NOTE: The student is responsible for making most of the contacts with prospective establishments regarding internship appointment. Placement must be with an agency, business, or institution approved by the Internship Committee.

**FAMILY AND CONSUMER SCIENCES  
INTERNSHIP PROGRAM  
ADMISSION FORM**

Name \_\_\_\_\_ Date \_\_\_\_\_

Major/Minor \_\_\_\_\_

GPA (overall) GPA \_\_\_\_\_ (FCS Course Work) \_\_\_\_\_

Indicate below the courses that are specified on page 5 of this manual as being required for your area. Indicate the grade you received in completed courses; place a "P" by those you are taking now; and indicate the semester you plan to take the others.

Anticipated Term for Internship

Fall \_\_\_\_\_ Spring \_\_\_\_\_ Summer \_\_\_\_\_  
Year Year Year

Hand deliver the forms to the faculty members that you have selected and have them mail the forms to the faculty supervisor. Provide them each with an addressed envelope.

**RETURN TO:**

**Fashion Merchandising Majors return form to:**

Dr. Jan Haynes  
Division of Family & Consumer Sciences  
P.O. Box 3273, DSU  
Cleveland, MS 38733

**Faculty Recommendation Forms *must be completed according to guideline #3 on page 6 of this manual.***



**FAMILY AND CONSUMER SCIENCES INTERNSHIP PROGRAM**

**FACULTY RECOMMENDATION FORM**

To: \_\_\_\_\_(name of faculty)

\_\_\_\_\_ has applied for admission into the Family and Consumer Sciences Internship Program (**Fashion Merchandising**) at Delta State University. As you know, many factors other than GPA should be considered in order to admit deserving students into our internship program. Having previously taught this student, you are in a position to help with the final decision.

Please circle the word after each characteristic listed below that BEST describes the above named student.

- |    |  |             |               |             |
|----|--|-------------|---------------|-------------|
| 1. | Ability to mix with people:                                    | Natural     | Fairly Good   | Doubtful    |
| 2. | Leadership quality:  | Outstanding | Average       | Low         |
| 3. | Ability to learn:  | Quick       | Average       | Slow        |
| 4. | Accepts criticism:   | Readily     | Indifferently | Reluctantly |
| 5. | Dependable:  | Very        | Average       | Low         |
| 6. | Initiative:  | High        | Average       | Low         |
| 7. | Common sense:  | High        | Average       | Low         |
| 8. | Appearance:  | Very Neat   | Neat          | Careless    |
| 9. | Would you want this person working for you? _____ Yes _____ No |             |               |             |

Faculty  
Signature \_\_\_\_\_ Date \_\_\_\_\_

RETURN TO:

**Fashion Merchandising Majors return form to:**

Dr. Jan Haynes  
Division of Family & Consumer Sciences  
P.O. Box 3273, DSU  
Cleveland, MS 38733

## FAMILY AND CONSUMER SCIENCES INTERNSHIP PROGRAM

### FACULTY RECOMMENDATION FORM

To: \_\_\_\_\_ (name of faculty)

\_\_\_\_\_ has applied for admission into the Family and Consumer Sciences Internship Program (**Fashion Merchandising**) at Delta State University. As you know, many factors other than GPA should be considered in order to admit deserving students into our internship program. Having previously taught this student, you are in a position to help with the final decision.

Please circle the word after each characteristic listed below that BEST describes the above named student.

- |    |  |             |               |             |
|----|--|-------------|---------------|-------------|
| 1. | Ability to mix with people:                                    | Natural     | Fairly Good   | Doubtful    |
| 2. | Leadership quality:  | Outstanding | Average       | Low         |
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| 7. | Common sense:  | High        | Average       | Low         |
| 8. | Appearance:  | Very Neat   | Neat          | Careless    |
| 9. | Would you want this person working for you? _____ Yes _____ No |             |               |             |

Faculty

Signature \_\_\_\_\_ Date \_\_\_\_\_

RETURN TO:

**Fashion Merchandising Majors return form to:**

Dr. Jan Haynes  
Division of Family & Consumer Sciences  
P.O. Box 3273, DSU  
Cleveland, MS 38733

FCS 488 Internship in Fashion Merchandising

To receive an A in Internship I must have the following items by the dates given:

- **Weekly reports need to be sent to the Internship Professor by the following Tuesday of the week for which they are written. It is very important that I continually know what is going on. I must get these weekly. It will not be possible to earn above a C in the Internship course without these reports on a weekly basis. If no weekly reports are submitted, the student cannot pass the Internship.**  
They can be faxed: 662-846-4314 or  
Emailed: [jhaynes@deltastate.edu](mailto:jhaynes@deltastate.edu) or  
Mailed: P.O. Box 3273, Delta State University  
Cleveland, MS 38733 or  
Phoned: 662-846-4322
- I need the following three completed forms by the second week of your internship, so that I know where you are and who is supervising you:
  - 1) Employment Internship Agreement Contract
  - 2) Academic Internship Agreement Contract
  - 3) Demographic Information Report
- Remember to do the following in the large Internship Manual (that you purchase in the FCS office)  
Section I: do both forms  
Section II: do 1, 3, 4  
Section III: do all 12 (all forms are in the manual; pace yourself on these; try to complete at least 1 or 2 per week; I need half of these completed by the midpoint of your internship)
- Section IV: do 2 (submit by the end of your internship)
- Section V: do 0
- Section VI: I will send these for completion by your supervisor

**INTERNSHIP  
WEEKLY REPORT**

Week of:

Total hours worked this week:

Location assigned this week:

Name and title of supervisor:

1. List a summary of assignments and responsibilities for this week:
2. Identify new experiences, skills developed, accomplishments:
3. List any progress on any ongoing project:
4. Record observation of other people at work:
5. Have any experiences of the job this week contributed to your understanding of your field:
6. What were the most satisfying experiences of the week? Least satisfying?
7. What are the plans for next week? Be specific with dates and times.

FCS 488

LOG OF HOURS WORKED Name \_\_\_\_\_

Week of \_\_\_\_\_

Time In Time Out Hours

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Total Hours \_\_\_\_\_

Initialed by Supervisor \_\_\_\_\_