

Retail Industry Field Seminar To New York City AMID R409

This field seminar for Apparel Merchandising majors and minors explores businesses involved in all facets of the retail cycle. It will examine design, product development, manufacturing, marketing, merchandising and retailing of apparel and accessories in the major fashion center of New York City. Seminar sessions will be held with professionals in the industry and students will be given the opportunity to ask questions and participate in discussions. An alumni reception will be held where students can meet and network with other IU alumni working and living in NY. Students will have some free time to visit the Fashion Institute of Technology and/or the Metropolitan Museum of Art's Costume Institute as well as experiencing the numerous retail opportunities Manhattan has to offer. This behind-the-scenes experience provides an invaluable education to students that will expand knowledge beyond the classroom.

Seminar Requirements

Students participating in the field seminar must register to earn three credit hours and they are required to attend all seminars, write a paper, keep a journal, write thank you notes and ask questions at all appointments. The paper and journal will be due after returning from the trip. Topics for the paper will be discussed at an April Mandatory Orientation and Itinerary Meeting where students will also get a syllabus and faculty will discuss all requirements

RETAIL INDUSTRY FIELD SEMINAR TO NEW YORK CITY



Investigate retail career opportunities while participating in seminars, meeting with industry professionals, and visiting showrooms and collections which are not open to the public.

May 7th to May 11th, 2012

**INDIANA UNIVERSITY
Bloomington**

Faculty

This field seminar will be conducted by Eloise Paul and Janis Shaffer. In addition to being on the faculty in the Department of Apparel Merchandising and Interior Design at Indiana University, Professors Paul and Shaffer have extensive experience in the retail industry.

Professor Paul has 19 years of experience in retail and came to Indiana University from the position of Senior Vice President of Merchandising at Paul Harris. Professor Shaffer was a Retail Buyer and Store Manager for May Department Stores for 10 years before joining the faculty at Indiana University.

Costs

Seminar and Accommodations Cost

Seminar costs are estimated at \$1200 (the exact final cost will be based on the size of the group) plus travel and tuition. Checks or money orders should be made out to AMIFS (cannot take cash or credit cards).

The cost includes hotel (quad occupancy), all seminars, a group dinner at a Manhattan restaurant and an alumni reception. Not included in the costs are transportation costs, meals, and tuition. Prices are based on quadruple occupancy; the price will increase if you require a single room.

Airfare

Students will be responsible for booking their own airfare to make sure they are at the hotel by Sunday, 5/6.

Tuition Costs

The University requires that all students be registered for credit to attend this seminar. Be sure to check the cost of 3 credit hours based on your residency status.

Schedule of Due Dates

Early planning is essential for making the necessary reservations. Students interested in the field seminar must attend the on-campus information meeting on February 21st or see Professor Shaffer. Important dates are as follows:

Tuesday, February 21st - On-campus information meeting, 5:00- 5:30 p.m., Memorial Hall East, Room 020C (Textile Lab Room)

Monday, February 27th - Applications due by 5:00 pm. to MME 238 (Professor Shaffer's office)

March 1st - Notification of acceptance

March 7th - \$500 deposit (non-refundable) due for applicants accepted to the seminar to MME #238 by noon. Students book flights individually (can coordinate with other students or faculty).

March 29th - Last payment of balance due (non-refundable) to MME #238 by noon.

End of March - On-campus registration. ALL students must be registered by April 6th to go on the seminar and receive credit.

April 24th - Mandatory orientation meeting, 5:00 p.m., Memorial Hall, Room 020C

April 23rd - Tuition paid to IU by this date

May 6th - Meet in New York at Hotel

May 7th-11th - Seminar and tours

Quotes From Alumni

"The NY Field Seminar was my first opportunity to gain a greater understanding of the multiple facets of the industry and the NYC professional culture. My experience on the seminar peaked my interest in a company where I later became an intern and have now worked for nearly 5 years. Most days I walk in my office and fondly remember the first time I walked through those same doors on the NY Field Seminar"
Lisa Barger, Product Manager
Macy's Merchandising Group



"Never visiting NYC before the seminar, it helped me link all the pieces of the puzzle together. The classes at IU were wonderful, but experiencing everything first hand from the Buyers at Bloomingdales to the sales office at DKNY to the fabric wholesalers really made it more of a real world experience."
Whitney Parkhill
Associate Planner Bloomingdales

"It was probably the most fun I ever had earning credits. I also will say that it gave me the opportunity to see things about the apparel world that I likely never would have seen without the seminar."
Laura Jones Tofts
Associate Buyer, Kmart

"Before the NY trip I didn't know what I wanted to do in the industry and it enabled me to see all different sides of the business. We talked with CEO's, designers, buyers, the whole gamut! I even got my first (paid) internship in NY because of that trip!"
James DiMartino
Associate Merchandiser Bonobos

For More Information

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