

TXMI 3210 – Career Paths in the Fashion Industry (100 pts)

Investigate the trajectory of your dream fashion career

Background

An integral component of your time in college is preparing for and understanding the career paths of your chosen field. For the fashion industry, the trajectory of your dream career is rarely linear or expected. Often the job you are most interested in requires years of experience or certain skills you do not yet possess. By strategically planning now, you will one day be poised to land that dream job.

Purpose

To plan for your future career, you will research a position in the fashion industry that is of interest to you and find supporting job positions that would propel you toward this end goal. You will determine the type of fashion business, find supporting sources of information, and deliver your findings in a video pitch.

Instructions

- You should identify the type of fashion business and an “end goal” job position you are highly interested in pursuing.
- You will review the requirements of this “end goal” position and find 2 supporting positions in the fashion industry that would prepare you for this end goal.
- Carefully consider cross-functional, non-linear career trajectories to achieve your end goal.
 - For example, if your “end goal” position is to be a Fashion Buyer, you should avoid intuitive paths such as Assistant Buyer → Associate Buyer → Buyer. Instead, consider paths such as Retail Sales Associate → Planning and Allocation → Buyer.
 - Think about your own interests and the transferable skills and knowledge from one job that would position you for the next job and eventually your end goal.
- To support your career path, you will research current event articles that reinforce your proposed career path or the type of fashion business you have chosen.
- This information will be outlined in a script for the preparation of the finale video pitch.
- The final deliverable will be a compelling video pitch validating your career path with supporting sources and a connection to how your chosen major is the right fit for this career.

Due Dates:

Each part of this project should be submitted to the appropriate ELC dropbox by 9:59PM on its due date. Carefully follow the rubric and assessment when completing each part of this project.

1. Part 1: Job Postings/Write-Up – Sunday, 2/12
2. Part 2: Outline Script – Sunday, 2/19
3. Part 3: Video Pitch – Friday, 3/3

Rubric Assessment	
Grading Element	Points/Comments
<p>Part One: Job Postings/Write Up</p> <ul style="list-style-type: none"> • 1 “end goal” job position (copy of original posting) – <i>5pts</i> • 2 supporting positions (copy of original posting) – <i>10 pts</i> • 250 – 300 word summary which includes the following: - <i>15pts</i> <ul style="list-style-type: none"> ○ describe the type of fashion business(es) in which these jobs are found ○ why you chose this end-goal position ○ why these supporting positions are appropriate ○ include any personal anecdote or connection to this career path 	<p>___/25</p>
<p>Part Two: Outline Script</p> <ul style="list-style-type: none"> • This script should follow the required items listed below for the video pitch – <i>10 pts</i> • For the video length (90 – 120 seconds) the script should be time stamped in 10 second intervals to plan the content of your video pitch – <i>5pts</i> • 2 current event sources should be included in the script and proper APA citations in-text and a reference section are required – <i>10pts</i> 	<p>___/25</p>
<p>Part Three: Video Pitch</p> <ul style="list-style-type: none"> • Present your “end goal” position and the career path you have chosen to reach that end goal – <i>10pts</i> <ul style="list-style-type: none"> ○ Validate the appropriate connections between the 3 positions • Connect at least 2 current event sources that support your career path or the type of fashion business – <i>10pts</i> <ul style="list-style-type: none"> ○ Verbally cite your sources with author name, publications, and article title • Include your own personal anecdote which highlights your passion towards this career path – <i>5pts</i> • The final 20 – 30 seconds should answer this prompt “My major of (ex. Fashion Merchandising) is the right first step in this career path...” – <i>15pts</i> <ul style="list-style-type: none"> ○ Take these 20 to 30 seconds and convince your audience with compelling evidence that what you are majoring in today is the springboard for this chosen career path. • Recorded presentation elements – <i>10pts</i> <ul style="list-style-type: none"> ○ Professional dress and appearance ○ Speaker maintains good eye contact with and is appropriately animated (e.g., gestures, moving around, etc). ○ Speakers use a clear, audible voice. ○ Delivery is poised, controlled, and smooth (limit vocal fillers) ○ Length of presentation is within the assigned 90 – 120 seconds time limit. ○ Information was well communicated with compelling clarity 	<p>___/50</p>

TOTAL: _____/100