

Garment Printing Syllabus-Table of Contents

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Overview

In a stressed economy it's important to become more self sufficient. The time for waiting for something to happen has passed. Today we have to make something happen. Take action, take charge and support ourselves. The Garment and Award Printing lab does just that. At the school level it provides funding for programs and supplies. At the community level it provides goods and services that the community needs, and keeps money circulating within the community. At the student level it provides valuable skills that will last a lifetime.

Welcome to the Garment and Award Printing class and lab. In this class you will learn business skills, graphic design skills, and computer software. There are 4 sections to the class, each focusing on a different area of the business. You'll begin by **creating and selling your first product** in weeks 1-9. In section 2 you will focus on the **range of products** in weeks 10-18. The **marketing** phase will teach you more about presenting and placing products in weeks 19-27. Finally in the last quarter of the course you review **basic business practices** and the successes and failures experienced along the way.

Class Format

The class consists of both lecture sessions and hands on lab. The lecture sessions focus on general business skills and require short weekly homework projects. Each of the 9 week sections will have 2 quizzes and 1 test. Lecture sessions will generally occur on Monday, Wednesday and Friday. Lab sessions occur on Tuesdays and Thursdays. In addition, there will be 1 field trip during each section that relates to the topics.

Lab Format

The lab sessions require students to work in teams on different projects to support the printing lab. The lab sessions will vary based on the quantity and type of products the lab is producing. While the sessions are flexible to allow for business flow, the syllabus does offer topics for instruction. If sales are good and products need to be produced the suggested lab topics may be integrated into the class lecture sessions. Each week students will continue to produce and seek new opportunities for sales. Students will change roles or jobs in the lab periodically so that every student has a chance to experience every role.

Textbooks

Entrepreneur's Toolkit: Tools and Techniques to Launch and Grow Your New Business
Harvard Business School Press

CoralDRAW X4: The Official Guide
by Gary David Bouton
ISBN 978-0-07-154570-9

Section 1 – Creating and selling your first product

Week 1-Class overview

Lecture Topics: Overview of class structure, syllabus review, goal setting.

Lab Topics: Tour of lab, demo of creating a T-shirt.

Online research: Goal setting <http://www.about-goal-setting.com/goal-setting-tutorial.html>.

Homework: Write 3 personal goal statements for this class. Each goal must be specific to a skill, behavior, or knowledge you wish to attain. You must state how you will know when you have met that goal.

Week 2-Understanding vector graphics

Lecture Topics: Types of computer graphics, file formats and uses.

Lab Topics: Introduction to vector based images, introduction to CoreIDRAW and Design Studio.

Online research: computer graphics http://en.wikipedia.org/wiki/Computer_graphics.

Homework: In your own words state the differences in vector, raster and bitmap images. Include examples of when you would use each.

Week 3-Where products and ideas come from

Lecture Topics: Brainstorming, manufacturing in the USA, early entrepreneurs (Printing press, cotton gin, gold rush), modern entrepreneurs (Starbucks, Yahoo, Google), field trip to a local printer or manufacturer.

Lab Topics: Opening and editing images in Design Studio.

Online research: Brainstorming <http://www.mindtools.com/brainstm.html>, gold rush <http://www.isu.edu/~trinmich/teacher.html>, list of famous entrepreneurs http://entrepreneurs.about.com/od/famousentrepreneurs/Famous_Entrepreneurs.htm.

Homework: Create a list of 10 items in your home that are imprinted or customized. Next, use that list to brainstorm other products that could be sold through the Garment / Award Lab.

Field Trip

Quiz

Week 4-Copyright law, inventions, patents and trademarks

Lecture Topics: How to protect your product, Patents, Trademarks, and Copyrights.

Lab Topics: Using the lab equipment.

Online research: <http://www.edisonnation.com/pages/searches>,

<http://www.legalzoom.com/trademarks-patents-copyrights/trademarks-patents-copyrights.html>,

<http://tess2.uspto.gov/>.

Homework: Come up with 3 visual ideas for a product design (Tshirt, ballcap etc), and describe that design in words. For each design list the prospective client and why they would want that design.

Week 5-Creating a product

Lecture Topics: Creating custom images in CoralDRAW.

Lab Topics: Working in teams of 2-3 select one design from the week 4 homework and create it in CoralDRAW and Design Studio. Then print a prototype to present to your target client(s).

Online research: Graphic design principles <https://www.msu.edu/~glazered/tc801/graphic.html>

Homework: Write a 1 page profile of your prospective client. Include information about their needs, values, scope of business.

Week 6-Selling a product

Lecture Topics: How to approach clients, building sales presentations.

Lab Topics: Write talking points for your sales presentation of your prototype product. Each team member will write their own sales presentation. You will work together to combine and present the product to the class.

Online research: Methods of approaching clients

http://consulting.about.com/od/gettingstarted/tp/CF_ApproachClients0707.htm , how to deliver a sales presentation <http://www.businessknowhow.com/marketing/sales-presentation.htm>.

Homework: Rehearse and refine your sales presentation.

Quiz

Week 7-Closing the sale

Lecture Topics: Closing techniques, order forms, estimating delivery dates, pricing.

Lab Topics: Present your prototype product to the target client.

Online research: Closing techniques

http://changingminds.org/disciplines/sales/closing/closing_techniques.htm.

Homework: Working in teams prepare a 1 page product overview you can leave with the client. Include information about the school, how funds will be used, product features and pricing.

Week 8-Client relationships

Lecture Topics: Clients vs. customers, cultivating business relationships, brilliant failures.

Lab Topics: The class will work together to prepare products for successful sales in week 7.

Online research: http://en.wikipedia.org/wiki/Customer_relationship_management, Institute of brilliant failures <http://www.briljantemislukkingen.nl/EN/>.

Homework: Write a 1 page synopsis of your team sales presentation in week 7. Include what the team did right, and what could be improved. Was the presentation a success or a failure? Remember, the presentation could be a success even if you did not make a sale.

Week 9-Business plans

Lecture Topics: Components of a business plan, using templates for writing business plans.

Lab Topics: Initial product list, establish potential client list, create products.

Online research: Business template <http://web.sba.gov/busplantemplate/BizPlanStart.cfm>.

Homework: Study for section 1 exam.

Section 1 Exam

Section 2 – Range of Products

Week 10-Product review

Lecture Topics: Matching client needs to products, choosing the right products, understanding scope.

Lab Topics: Inventory, assessing supply (what the garment lab has to offer) and demand (who might buy it and do you have enough).

Online research: <http://www.conde.com/>, <http://www.epromos.com/>,
<http://www.qualitylogoproducts.com/>

Homework: Make a list of 10 potential clients or customers at school or in the community. For each client list at least 3 products the lab could produce to meet their needs. Try to include products that were not on the initial product list or potential client list.

Week 11-Ordering supplies

Lecture Topics: Suppliers for the lab, process to order supplies, inventory control.

Lab Topics: Take inventory, order supplies for current and forecasted sales.

Online research: Procurement process <http://en.wikipedia.org/wiki/Procurement>.

Homework: Choose one of the target clients from your week 10 homework and create a sample supply requisition in case you get that sale.

Week 12-Managing inventory

Lecture Topics: Overview of databases and spreadsheets.

Lab Topics: Review inventory system used for the lab (Excel spreadsheet, database or other). Update as needed.

Online research: What is a database
<http://databases.about.com/od/specificproducts/a/whatisadatabase.htm>.

Homework: Choose 10 products offered in the garment lab and write the keywords or parameters that can use to sort them multiple ways.

Quiz

Week 13-Researching competitors

Lecture Topics: Domestic vs. international competitors, benchmarking against bulk printing companies.

Lab Topics: Working in teams of 2-3 create a product to sell on eBay. Using the class account, post your product and monitor the watchers and bidders. Watch similar products and compare your price and activity.

Online research: www.ebay.com

Homework: Select 3 online competitors and write a paragraph for each on the competitive advantages that you can offer. Each paragraph should be focused to a different aspect of each competitor and your advantage over them.

Week 14-Pricing and positioning products

Lecture Topics: Positioning products, field trip to a local high profile event (pro football game, big name concert etc.).

Lab Topics: Contact local event organizers to place garment lab products at event.

Online research: <http://www.inc.com/guides/price-your-products.html>.

Homework: During the field trip you will be looking at the products vendors are selling that are specific to the event. Make notes on the products you see, how the vendors compete against one another, and how products are priced. Turn in a 1 page overview of the top 3 things you learned from assessing the vendors at the event.

Field Trip

Week 15-Setting production goals

Lecture Topics: Estimating man hours, streamlining the production process.

Lab Topics: Review current orders as a class, discuss capacity to create more sales and produce more products.

Online research: Wiki on man hours <http://en.wikipedia.org/wiki/Man-hour>.

Homework: Write 1 page on the production process for a specific product the lab is producing. Highlight areas where time could be saved by changing the process.

Quiz

Week 16-Managing resources

Lecture Topics: Basic supervision techniques, what makes a great leader, resource planning and delegation, using skills and talents to advantage.

Lab Topics: Contest to see which team can bring in the most orders for the lab.

Online research: Article on how to delegate work

<http://www.zeromillion.com/business/management/delegating-work.html>, tips on delegating

<http://www.powerhomebiz.com/062005/delegate.htm>.

Homework: Using the worksheet provided do a self assessment of your leadership skills. Write specific objectives for areas you need to improve and how you might do it. For areas of strength explain how those can be used to your advantage.

Week 17-Quality Control

Lecture Topics: The importance of top quality products.

Lab Topics: Inspecting incoming supplies, guidelines for inspecting all outgoing products.

Online research: Quality control http://en.wikipedia.org/wiki/Quality_control.

Homework: Write a 1 page overview on the lab process for inspecting outgoing products.

Week 18-Understanding process flow

Lecture Topics: Why processes are needed, how to write a process flow, what's the difference in process and procedures.

Lab Topics: Identify each of the processes used in the lab.

Online research: How to streamline a purchasing process
http://www.ehow.com/how_5456399_streamline-purchasing-process.html.

Homework: Study for section 2 exam.

Section 2 Exam

Section 3 – Marketing

Week 19-The marketing plan

Lecture Topics: Review sample marketing plans, How to write a marketing plan.

Lab Topics: Assess the lab's marketing plan against the reality of effectiveness and sales

Online research: Sample marketing plans http://www.mplans.com/sample_marketing_plans/, elements of marketing plans <http://www.zeromillion.com/marketing/templateplan.html>.

Homework: Using the template provided write a marketing plan for one aspect of marketing the garment lab products. Ideas will be reviewed in class and some will be incorporated into the lab's marketing plan.

Week 20-Branding and corporate identity

Lecture Topics: Successful branding examples (Nike, Citibank, Hometown Threads), Elements of creating a 'brand'.

Lab Topics: Evaluate the garment lab branding, product naming and overall image.

Online research: Wiki on corporate identity http://en.wikipedia.org/wiki/Corporate_identity, quick brand tools <http://www.brandsoftheworld.com/>.

Homework: Choose 1 element of branding and write a 1 page assessment of the garment lab's brand. Be sure to include what is working well and where improvements can be made.

Week 21-Internet presence

Lecture Topics: Elements of a good website, types of websites, SEO (Search Engine Optimization)

Lab Topics: Review the garment lab's online presence.

Online research: Portfolio of great web designs <http://www.mezzoblue.com/zengarden/alldesigns/>, content management systems compared <http://www.cmsmatrix.org/matrix/cms-matrix>, Types of websites http://www.rocketface.com/analyze_website/types_of_websites.html.

Homework: Create a list of functional elements the garment lab might use on the web. Describe how each would benefit the business.

Quiz

Week 22-Social Media Marketing

Lecture Topics: Types of Social Media Marketing, Creating a social media campaign.

Lab Topics: Working in teams of 2-3 choose 1 product the lab sells and market that product through at least 3 different social media methods.

Online research: Article marketing <http://www.zamdoo.co.uk/article-marketing-for-content-distribution-and-back-links>, other social media <http://ping.fm>, <http://mashable.com/>, <http://izea.com/>.

Homework: Choose your favorite form of social media marketing and write a 1 page overview of how it can be implemented for the garment lab.

Week 23-eCommerce

Lecture Topics: Forms of eCommerce, Shopping cart systems, How to get your products on home shopping network.

Lab Topics: If the lab has an online shopping system review it, otherwise research and implement one.

Online research: comparison of shopping cart systems <http://shopping-cart-review.toptenreviews.com/>, more shopping cart comparisons http://en.wikipedia.org/wiki/Comparison_of_shopping_cart_software.

Homework: Choose one of the shopping cart systems and write a 1 page overview of the features, benefits and cost.

Week 24-Sales presentations

Lecture Topics: Creating a product presentation, How to reach and pitch large clients (Wal-Mart, Costco, Sams club).

Lab Topics: Look for a new product group to sell, or a new target market.

Online research: How to create a presentation http://www.esmalloffice.com/SBR_template.cfm?DocNumber=PL12_3900.htm

Homework: Working in teams of 2-3 choose a group of products the lab creates and prepare a sales presentation for a large retailer.

Quiz

Week 25-Advertising media

Lecture Topics: Various forms of advertising (magazines, newspaper, radio, billboards etc), field trip to a local advertising agency.

Lab Topics: Identify local advertising opportunities for the lab and assess benefit vs. cost.

Online research: Types of advertising <http://www.buzzle.com/articles/different-types-of-advertising.html>, 8 types of advertising http://advertising.suite101.com/article.cfm/types_of_advertising.

Homework: Compare and contrast 2 very different forms of advertising in a 1 page overview.

Field Trip

Week 26-Public relations

Lecture Topics: Overview of Public Relations, Key PR concepts and techniques.

Lab Topics: Working in teams of 2-3 create a press release for the local paper about one of your client relationships.

Online research: PR overview http://en.wikipedia.org/wiki/Public_relations, Public Relations society of America <http://www.prsa.org/>.

Homework: Read the local newspaper or watch the local news on TV and identify 3 stories that were the result of a company's PR efforts. Write 1 paragraph describing each of the stories and how it promotes the company. See the examples in your workbook.

Week 27-Networking

Lecture Topics: How networking works, building a professional network, local networking opportunities.

Lab Topics: Approach past and existing clients for referrals.

Online research: Business networking overview http://en.wikipedia.org/wiki/Business_networking, Global networking directory <http://www.bni.com/>, resources for finding network groups <http://www.rileyguide.com/support.html>.

Homework: Find 1 local networking opportunity and write a 1 page plan on how you can promote the garment lab through networking with that group.

Section 3 Exam

Section 4 – Business practices

Week 28-Reviewing progress against goals

Lecture Topics: Ways to track progress, adjusting goals and objectives, the time / cost / scope triangle.

Lab Topics: Review sales to date for class and set goals for the final section.

Online research: Project management triangle http://en.wikipedia.org/wiki/Project_triangle, progress cards for tracking <http://www.progresscards.com/NCSCA.pdf>.

Homework: Refer to the garment lab goals set at the beginning of the course. Choose one of the goals and use the template provided to assess progress against the goal.

Week 29-Benchmarking against similar businesses

Lecture Topics: What is benchmarking, how to find business to use for benchmarking, benchmarking techniques.

Lab Topics: Return to prospective clients that have used competitors of the lab and offer discount or other incentive.

Online research: About benchmarking <http://www.benchnet.com/wib.htm>.

Homework: Select one of the competitors you or a classmate used in the week 12 exercise and then use the template to record benchmarking data against that company.

Week 30-Understanding customer feedback

Lecture Topics: How to gather customer feedback, Assessing customer comments, Overview of customer service.

Lab Topics: Circulate survey cards to past clients.

Online research: Ways to get customer feedback <http://www.allbusiness.com/sales/customer-service/4301195-1.html>, utilizing customer feedback <http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/9-Ways-to-Successfully-Manage-Customer-Feedback-66492.aspx>.

Homework: Create 10 questions to be used on a customer feedback card for the garment lab. The questions can be multiple choice, a rating system, or free text format.

Quiz

Week 31-Employee performance ratings

Lecture Topics: Review of common performance review cycles, field trip to a local company HR department.

Lab Topics: Equipment maintenance.

Online research: Tips of performance reviews <http://www.businessmanagementdaily.com/glp/25459/performance-review-examples.html>

Homework: Divide into groups of 3. Using the form provided rate the other 2 members of your work team. As a group of 3 you will deliver the reviews to one another. Use constructive criticism and positive development statements.

Field Trip

Week 32-Reporting tools

Lecture Topics: Types of business reports, using data in reports, Overview of reporting tools, ways to display and interpret information.

Lab Topics: Research new suppliers for quality and price <http://pw.nbm-b2b.com/category/substrate>.

Online research: General report writing <http://www.howtobooks.co.uk/business/reports/report-writing.asp>, How to read an annual report <http://www.wisebread.com/how-to-read-an-annual-report>.

Homework: Using the template provided fill in the basics of a quarterly report for the garment lab.

Week 33-Assessing profit centers

Lecture Topics: Assessing multiple profit centers, reporting on profit center contributions to overall business.

Lab Topics: Create a class overview for next year's students. Accept final orders for year.

Online research: Article on multiple profit centers
<http://www.bluesuitmom.com/career/management/multiplerevenue.html>.

Homework: Using the competitors you previously researched, choose 1 and examine the site to identify multiple profit centers. Write a 1 page overview with paragraphs of each profit center and how that fits into the overall business plan.

Quiz

Week 34-Understanding web statistics

Lecture Topics: Types of web stats, understanding user patterns.

Lab Topics: Review statistics from the lab's online presence and shopping cart. Complete all open orders for the year.

Online research: http://www.google.com/analytics/#utm_campaign=en_us&utm_source=en-ha-na-sk&utm_medium=ha&utm_term=web%20statistics.

Homework: Write a 1 page overview of the types of web stat information that could benefit the garment lab.

Week 35-Final class assessments

Lecture Topics: Review year long class; assess profit/loss, final exam.

Lab Topics: Clean and prepare lab equipment and supplies for summer storage.

Online research: none

Homework: Study for final exam

Final Exam

Week 36-Class summary and celebration

Lecture Topics: Class debriefing, feedback on class, congratulations to us!

Lab Topics: Send thank you notes to all clients from the year.

Online research: none

Homework: Congratulate yourself!