

Blue Jeans Go Green (BJGG) Denim Recycling Program: Fusing the content of two courses

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Creative teaching strategy

A creative teaching strategy was implemented in the fall of 2014 in order to fuse the content of two independent fashion merchandising courses. Blue Jeans Go Green Denim Recycling Program was created by Cotton Incorporated in 2006 as a call-to-action to recycle denim on college campuses. The recycled denim would be given new life as UltraTouch Denim Insulation and a portion of it donated for use in civic buildings and for communities in need across the U.S. The two fashion merchandising courses included Advanced Textiles and Fashion Promotion which shared the same enrolled students.



Objectives for Implementation of BJGG

The planning and execution of Blue Jeans Go Green Denim Recycling Program was integrated into the course structure of one fashion merchandising course but its core objective matched student and program learning outcomes in a second fashion merchandising course.

1. To assess a fashion merchandising program learning outcome (PLO) in Advanced Textiles.
2. To provide students hands-on experience with the utilization of promotion mix elements in Fashion Promotion.



Advanced Textiles

Student Learning Outcomes (SLOs):

1. To identify how textiles, textile products, and textile manufacturing processes affect the environment
2. To recognize the efforts being made to produce, use, care, and dispose of textiles and textile products in a more sustainable and environmentally-friendly manner.

Program Learning Outcome (PLO)

1. To understand global issues in the fashion industry

The cotton industry is a global one, producing the best-selling fiber in the world with the versatility to create products that not only clothe the human body, but also feed and provide shelter for it. In order to assess the fashion merchandising PLO in Advanced Textiles, groups of students were asked to investigate one global environmental issue and discuss specifically what measures the global cotton industry is taking to be more sustainable. Group research topics included:

1. Cotton and Water
2. Cotton and Soil Quality
3. Cotton and Air Quality
4. Cotton and Energy
5. Cotton and Habitat and Biodiversity



Fashion Promotion

Students were responsible for applying the following promotion mix tools in order to execute the denim drive:

- Direct Marketing
- Print Media
- Social Media
- Public Relations
- Special Events

As a component of BJGG, as specified by Cotton Incorporated, students would host two tabling events on campus in high-traffic locations in addition to one community event.



Effectiveness of BJGG as a Teaching Strategy

This teaching strategy was effective because fashion merchandising students enrolled in Advanced Textiles had the opportunity to study the cotton fiber in depth, applying concepts previously learned in the introductory Textiles course. It made sense to research cotton more extensively because it is best-selling fiber in the world, which also serves as the fiber content of our denim products. Likewise, this teaching strategy was effective in Fashion Promotion because students actually had the opportunity to apply promotion tools for the planning and execution of the denim drive. This required students to not only understand the nature of each promotion mix tool but to also decipher how the promotion mix tools could be utilized effectively for a variety of demographics.