

FASHION MERCHANDISING
Fashion 27 Fall 2015

Instructor: Shirley Warren
Location: Tech 212

Email: stmask1@aol.com
Time: 6:00-9:20 pm

Textbook: Merchandise Buying and Management (3rd edition)
John Donnellan



COURSE DESCRIPTION

Fashion Merchandising is designed to instruct students how to develop, research, and write detailed business, money and operational plans that can be presented to potential funders and investors and used to create successful businesses. The principle theme of this course involves developing a sound business plan with the goal of determining whether a concept is feasible.

Analysis of the entrepreneurial mindset and strategies for business entry are presented. The prospective business is examined from a marketing perspective, to include product, price, placement, promotion, and people (the customers and employees. Focus is on the entrepreneurial competencies as they relate to the following four retail functions: (a) accounting and control, (b) buying and merchandising (c) operations and management, (d) advertising and promotions, and (e) human resources. Growth and exit strategies are explored.

COURSE LEARNING AND OBJECTIVES

- To analyze one's personal characteristics, skills and expenses as they relate to entrepreneurship
- To analyze the potential market for new business success through a market feasibility study
- To discover market signals that indicate trends and opportunities
- To understand the functional and psychological factors that affect a retail image
- To make decisions concerning accounting and control, advertising and promotion, buying and merchandising, and operations and management in relation to ownership of a fashion business
- To use research to evaluate product life stage and competition
- To analyze the costs of business ownership
- To develop growth strategies for the business ownership
- To work effectively as a team member

Students will be able to describe:

- The scope and complexity of the fashion industry
- Career opportunities in the field
- Requirements for various careers in the field
- Fashion merchandising terminology
- The elements in fashion change cycles
- Methods of interpreting customer demands
- Factors that influence the buying behavior of fashion consumers

ATTENDANCE

Attendance will be taken and considered in grading. The criteria for attendance includes arriving on time and staying until the end of the class period or until the assigned work for the day is completed, whichever comes first. Attendance is taken into consideration when grading.

ACADEMIC HONESTY

El Camino College places a high value on the integrity of its student scholars. When an instructor determines that there is evidence of dishonesty in any academic work (including, but not limited to cheating, plagiarism, or theft of exam material), disciplinary action appropriate to the misconduct as defined in BP 5500 may be taken. A failing grade on an assignment in which academic dishonesty has occurred and suspension from class are among the disciplinary actions for academic dishonesty (AP 5520). Students with any questions about the Academic Honesty or discipline policies are encouraged to speak with their instructor in advance.

Accommodations:

It is the policy of the El Camino Community College District to encourage full inclusion of people with disabilities in all programs and services. Students with disabilities who believe they may need accommodations in this class should contact the campus Special Resource Center (310) 660-3295, as soon as possible. This will ensure that students are able to fully participate.

STUDENT INSTRUCTION AND COURSE POLICIES

It is my hope that the semester will be an exciting learning experience for both the student and the professor. Because of the evolving and dynamic nature of the subject matter, a great deal is required of all class members. Each student has a definite responsibility for participating in the class.

- 1. Read the assigned textbook chapters before class and be prepared to discuss concepts and practices.**
- 2. Ask for clarification when the text and lecture are not clear. Your questions are welcomed and encouraged.**
- 3. There will be two Multiple Choice, True/false Exams mid-term and the final. Exams will cover textbook, lectures, handouts and other material emphasized in class. Bring a SCANTRON Form 882-E and a No. 2 pencil to each exam. General rules regarding exams are as follows**
 - THERE ARE NO MAKE-UP EXAMS.**
 - You may not leave the room during the exam unless you have completed the exam**
 - Bring tissue, if you have a cold or allergies since you will not be permitted to leave the room during an exam. If you leave during the exam you will be asked to turn in your exam**
 - You will not be permitted to take the exam after the first person finishes the exam and has left the room**
 - Cell phones, Blackberries, etc must be turned off, powered off, and place in your purse or back pack. If your cell phone rings or vibrates, you will be asked to turn in your exam and leave the classroom**
- 4. All projects should be held together with a binder clip (do not place projects in notebooks, with the exception of the final project). All assignments must be typed or computer generated (any assignment not type will not be accepted). Do not use plastic sleeves or protectors. Do keep size to 8 ½ ‘ by 11’. Nothing larger. Please make your projects as neat and legible as possible. Be creative, but be professional.**
- 5. Attitude, attention, attendance, and punctuality will affect your grade. Occasional unavoidable absences (illness, emergencies) will be excused. Regular absences and skipping this class to prepare for other classes will not be excused. Minimal attendance at a class meeting (i.e., arriving late**

- or leaving early is distracting to others and will be counted as an unexcused absence
6. No eating or drinking in the classroom (water is acceptable)
 7. All projects are due at the beginning of the specified class time. Any late assignments will receive a 10% penalty and no assignment will be accepted more than ONE week after the due date. *Turning assignments in at the end of class or in my mailbox on the due day will be considered late and graded accordingly.*
 8. Grading is based on points earned. Plus and minus grades will be used in computing grades as appropriate. Because the exam does not take up the entire class time, there will be lecture before and/or after the exam. There are no extra credit assignments. Use your time wisely and do a thorough job on required work.

Calculation of course grade:

$$Your\%score = \frac{Your\ total\ earned\ points}{Total\ possible\ points\ (estimated\ 440)} \times 100\%$$

Grading Scale:

100-90%	=	A
89 -80%	=	B
79 -70%	=	C
69 -60%	=	D
Below 60%	=	F

ASSIGNMENTS

Retail Format/ <i>Competitive Store Survey</i>	75
Buying Trends Analysis	50
Visual Display Report	40
Group Project	100
Exam I	50
Exam II	<u>50</u>
Total Point Value	310



<u>Week/Date</u>	<u>Assignment</u>	<u>Reading</u>
1 8/26	Introduction Retailing Merchandising	
2 9/2	Retail Formats <i>Assign: Retail Formats (1)</i> <i>Competitive Store Survey</i>	Chapter 2,3
3 9/9	Retail Formats <i>Competitive Store Survey</i>	Field Assignment
4 9/16	Communicating with Consumers <i>Due: Retail Formats</i> <i>Assign: Buying Trends Analysis (2)</i>	Chapter 5 Field Assignment
5 9/23	Buying Trends Analysis	
6 9/30	Brands and Private Label Fashion Merchandising <i>Due: Buying Trends Analysis</i>	Chapter 7 Chapter 6

Exam 1 Chapters 1-6

7	10/7	Merchandise Resources Domestics and Imports	Chapter 8
8	10/14	Measures of Productivity	Chapter 9
9	10/21	Merchandising Accounting Assign: Final Store Presentations (4) Group Assignments	Chapter 10, 11
10	10/28	Retail Pricing Mark-ups/mark-downs	Chapter 12
11	11/4	Planning Sales and Inventory Assign: Visual Display Report (3) Exam 2 Chapters 7-11	Chapter 13
12	11/11	Terms and Credits Due: Visual Display Report Assign: Store Merchandising Report (6)	Chapter 14
13	11/18	Field Assignment	<i>No Class</i>
14	11/25	Merchandise Control Layout/Presentations Due: Store Merchandising Report	Chapter 15 Chapter 16
15	12-2	Final Project (Group Activities)	
16	12-9	Final Presentations	

Fashion Merchandising



Kiarah Cruz

“It is the unseen, unforgettable ultimate accessory of fashion...that heralds your arrival and prolongs your departure ”...

Gabrielle “Coco” Chanel