

FASH A177: FASHION MERCHANDISING CONCEPTS

Item	Value
Curriculum Committee Approval Date	11/04/2020
Top Code	130320 - Fashion Merchandising
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

An introduction to the fashion merchandising industry will include vendors and products sold, as well as the various types of retail venues and the methods of merchandising apparel in each. The packaging and marketing of a product and the tracking of a fashion trends in several venues will also be included. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Compare and contrast current trends on the fashion cycle in different retail venues to determine effective display techniques and merchandising strategies.
2. Create a brand for a company. Determine rationale, name and logo, venue, target market, positioning and competition, types of merchandise for sale, and differentiation.

Course Objectives

- 1. Identify merchandising concepts according to retail venue.
- 2. Track a trend by product, retail venue, and target market.
- 3. Create a unique brand for a clothing line, retail venue, or a type of location or business according to target market needs.
- 4. Identify products according to appropriate merchandising techniques.
- 5. State merchandising concepts within a specific company and determine which method is most effective.

Lecture Content

Merchandising Concepts Traditional Malls Anti-Malls Discount stores Catalogs Online venues Print Media Tracking a Trend Through Publications Traditional Malls Anti-Malls Online Sources Catalogs Discount Stores Packaging a Product Create Packaging Select Retail Venue Select Target Customer Determine Display/Merchandising Determine Timing of Product Launch Fashion Cycle Determine Stage for Current Products Determine Merchandising Techniques for Displaying: Hot Items Basics Slow Sellers Current Merchandising Concepts Engage all Five Senses Interactive Shopping Experiences Pros and Cons of Retail Venues Department Stores Specialty Stores Anti-Malls Discount Stores

Online venues Creating a Brand Rationale Differentiation Product image Positioning Competition Professional Board Presentation Computer-generated text Professional tools and methods Style as dictated by customer

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, field trips, and guest speakers

Reading Assignments

Assigned reading from the text. 2-3 hours per week.

Writing Assignments

Reading/writing assignments Speaker evaluation forms Tests: short answer-essay 2-3 hours per week.

Out-of-class Assignments

Students research retail venues, current fashion trends, brand positioning strategies, and competition in the consumer market. 2-3 hours per week.

Demonstration of Critical Thinking

Tests, problem-solving exercises, speaker evaluations, written projects, and visual board presentations.

Required Writing, Problem Solving, Skills Demonstration

1. Reading/writing assignments 2. Speaker evaluation forms 3. Tests: short answer-essays

Eligible Disciplines

Family and consumer and studies/home economics: Master's degree in family and consumer studies, life management/home economics, or home economics education OR bachelor's degree in any of the above AND master's degree in child development, early childhood education, human development, gerontology, fashion, clothing and textiles, housing/interior design, foods/nutrition, or dietetics and food administration OR the equivalent. Master's degree required. Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Stone, Elaine. In Fashion, 3rd ed. New York: Fairchild Publications, Inc., 2017