

FASH A215: RETAIL E-COMMERCE MERCHANDISING

Item	Value
Curriculum Committee Approval Date	10/04/2023
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)

Course Description

Study of E-commerce Merchandising strategies. Concepts to include advanced: E-commerce site merchandising strategies, working with cross-functional partners, key performance indicators, data analytics, and product catalog management. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Perform advanced site navigation and assortment merchandising strategies for a fashion e-commerce website.
2. Implement an omnichannel selling strategy online based on a marketing brief.

Course Objectives

- 1. Demonstrate advanced site navigation strategies.
- 2. Employ omnichannel e-commerce analytics using current analytics technology and software.
- 3. Review reporting as it relates to setting sales goals and growing e-commerce business.
- 4. Execute marketing calendar initiatives from a brief on a website.
- 5. Report on an interview with an e-commerce professional.
- 6. Describe how to problem solve logistical problems with customer experience with shipping.
- 7. Research shipping costs and pricing strategies for selling on an e-commerce platform.
- 8. Experiment with the cross-functional partnership with digital marketing and e-commerce.
- 9. Report on logistics as it relates to shipping, distribution centers, and fulfillment centers.
- 10. Create a custom relationship management plan based on a target market.
- 11. Describe loyalty program types and platforms.
- 12. Practice target marketing for e-commerce.
- 13. Implement current sorting strategies.
- 14. List, define, and evaluate key performance indicators for fashion e-commerce business.

Lecture Content

Key performance indicators Working as part of a cross-functional team Marketing Buying Logistics Web development Product catalog management Product descriptions Imagery management Plugins Fashion digital marketing selling Promotional calendar Social media selling Direct marketing Email marketing Storytelling Google ads Customer acquisition Online promotions Loyalty programs Target marketing A/B Testing Views Tracking emails Customer segmentation Buying behavior Data Analytics Website analytics Social media analytics Site search Clicks Engagement Email performance Inventory Inventory levels Restock product Out-of-stock products Special make-up product Product Categorization Filters Tags Attribution Sorting strategies Size guides

Method(s) of Instruction

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

Instructional Techniques

Lecture, guest speaker, class discussion and interaction, videos, online activities, case studies.

Reading Assignments

Assigned reading from the text and current events from news sources. 1-2 hours per week.

Writing Assignments

Homework assignments, in class assignment, plans, and case studies will give students an opportunity to demonstrate appropriate copy writing skills that apply to course materials. 2-3 hours per week.

Out-of-class Assignments

Students will conduct assignments using current e-commerce platforms. 2-3 hours per week.

Demonstration of Critical Thinking

Examinations, in-class and outside assignments, and assignments using current industry e-commerce technology.

Required Writing, Problem Solving, Skills Demonstration

Homework assignments, plans, and critical thinking case studies will give students an opportunity to demonstrate appropriate writing skills that synthesize and apply course materials. Students will update a website using current programs, apply copywriting techniques, and evaluate site success using analytics.

Eligible Disciplines

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 Fashionary. The Fashion Business Manual, ed. Fashion International Ltd., 2022