

# El Paso Community College

## Syllabus

### Part II

## Official Course Description

<b>SUBJECT AREA</b>	<u><b>Fashion Technology</b></u>
<b>COURSE RUBRIC AND NUMBER</b>	<u><b>FSHN 2303</b></u>
<b>COURSE TITLE</b>	<u><b>Fashion Buying</b></u>
<b>COURSE CREDIT HOURS</b>	<u><b>3    3    :    0</b></u> <b>Credits   Lec    Lab</b>

### I. Catalog Description

Provides the fundamentals of fashion buying with instruction in planning, pricing, and purchasing retail fashion inventories. Identifies wholesale merchandise resources. Instructs calculating retail math functions of buying. **Prerequisite: FSHN 2305. (3:0).**

### II. Course Objectives

#### A. Unit I. Merchandise Planning and Buying

1. Analyze economic and fashion trends and sales histories.
2. Define, research and target a market.
3. Interpret customer demand and analyze sales information as it relates to the selection of appropriate merchandise classifications; pricing; the evaluation and re-evaluation of stock levels, mix, and timing; the determination of the need for reorders; the appraisal of wholesale vendor performance; the analysis of profitability; and the clarification of the effects these have on dollar merchandise and merchandise assortment planning.
4. Determine projected annual dollar volume.
5. Identify the selling season.
6. Design a six-month merchandising plan and select target merchandise.
7. Use the six month merchandising plan and merchandising classification system to plan inventory and purchases for a store or department.
8. Use merchandising mathematics to calculate open to buy, stock/sales ratio, stock turn and profitability.
9. Develop an overall strategy for buying and inventory maintenance.
10. Create spreadsheets and formulae.
11. Group merchandise strategically.
12. Discuss the organization and coordination of merchandising activities within retail stores including purchasing, receiving, ticketing, inventory and unit control, and distribution.
13. Create promotions.
14. Provide merchandise options.
15. Monitor inventory and track merchandise from point of order to sale or closeout.
16. Demonstrate selling skills.
17. Perform RTV (Return to Vendor) functions.
18. Translate product measurements.
19. Assess initial inventory and perform inventory valuation.
20. Analyze inventory performance.

- B. Unit II. Targeting a Market with Visual Display
  - 1. Develop, design, install, and dismantle various types of window, interior, and free standing displays which portray a thorough understanding of the principles and elements of design and the techniques of targeting an audience.
  - 2. Tailor a look for a specific customer.
  - 3. Distinguish fixtures by end use.
  - 4. Determine space plans (layouts) and floor sets.
  - 5. Reinforce the sale.
  - 6. Demonstrate organizational and time management skills, initiative, self-motivation, follow-through, decision-making skills, and ethical standards.
  
- C. Unit III. Researching Markets and Vendors
  - 1. Use trade publications, libraries, and the internet to research fashion merchandising information.
  - 2. Demonstrate a strong command of the terminology used in the fashion merchandising field.
  - 3. Shop the competition.
  - 4. Communicate merchandising plan to team and managers (Other stakeholders).
  - 5. Identify and research resources (vendors) and create a resource list.
  - 6. Define good vendor relations, communicate well with vendors, and determine the contractual relationships between manufacturer and merchandiser.
  - 7. Write appropriate business correspondence, reports, and trade journal abstracts.
  - 8. Display effective oral and written communication skills.

### III. THECB Learning Outcomes (WECM)

- 1. Examine multi-channel retailing formats.
- 2. Identify fashion merchandise resources.
- 3. Compare brands and private labels.
- 4. Analyze consumer buying trends.
- 5. Develop a plan for market trips.
- 6. Calculate merchandise budget.

### IV. Evaluation

- A. Grade percentages for determining course grades may be devised by the individual instructor.
  
- B. Grading Scale:
 

A = 93 – 100	I = INCOMPLETE
B = 83 - 92	W = WITHDRAWN
C = 73 - 82	F = BELOW 68
D = 68 - 72	

### V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

### VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.