

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Fashion Technology</u>
COURSE RUBRIC AND NUMBER	<u>FSHN 2305</u>
COURSE TITLE	<u>Fashion Retailing</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u> Credits Lec Lab

I. Catalog Description

Provides an overview of fashion retailing procedures used in various types of retail fashion companies. Studies profit and loss, pricing, markup, inventory control, shortages, forecasting, store organization and events. Examines the wide variety of job opportunities available in the retail fashion industry. Introduces product display and arrangement, emphasizing the principles and elements of design. **(3:0)**.

II. Course Objectives

- A. Unit I. The Principles and Elements of Visual Display
 1. Identify and apply basic design elements to displays, store plans, and projects.
 2. Render sketches of product displays and floor plans using drafting tools for drawing to scale.
 3. Determine available display space.
 4. Interpret directives.
 5. Design/style a display.
 6. Communicate a trend.
 7. Organize fixtures, equipment, tools, props, and merchandise and dress a mannequin.
 8. Create counter top, wall, shadow box, shelf, and free-standing displays using the elements of good design.
 9. Design and execute visual presentations of stock, including re-merchandising and rotation of inventory..
 10. Evaluate displays and promotional advertisements of fashion in terms of design, consumer appeal, and cost efficiency.
 11. Coordinate colors.
 12. Accessorize a display.
 13. Clean display space and fixtures.
 14. Utilize current terminology of the trade as it pertains to the display and presentation of fashion merchandise.
 15. Identify and practice loss prevention techniques and display respect for company property such as goods, facilities, and supplies.
 16. Demonstrate initiative, time management skills, organizational skills, follow-through, and decision making skills as they apply to the development of retail merchandising displays.

- B. Unit II. Fashion Development and Movement
 1. Discuss the uniqueness of fashion merchandising in terms of obsolescence, seasonality, promotions, turnover, and markdowns.
 2. Evaluate the effects of economics, technology, politics, and mores on the acceptance of fashions.
 3. Explain the mechanics of the creation and production of fashion commodities from the viewpoint of the designer and retailer.
 4. Characterize trend concepts relating to the fashion market and monitor inventory trends.
 5. Utilize the terminology of the trade as it pertains to fashion and classification, merchandising, visual merchandising, and contracts.
 6. Read, research, evaluate, summarize, and present articles from technical and trade papers.
 7. Write appropriate business correspondence and generate purchase orders.

- C. Unit III. Merchandising Mathematics
1. Perform basic math calculations with or without a calculator.
 2. Manipulate fractions, translate fractions to decimals, and compute and verify percentages.
 3. Calculate sales tax, markups, sell through, markdowns, discounts, freight charges, profit/loss, direct and indirect expenses, cost of merchandise sold, and profitability, including cost of sale.
 4. Determine sale per square and cubic foot.
 5. Measure display area.
 6. Determine average dollar sales, selling cost, and calculate units per transaction.
 7. Demonstrate a proficient use of the mathematical calculations needed for merchandising activities and operations.
 8. Discuss the uses of computers in merchandising.
 9. Utilize fashion terminology as it relates to merchandising mathematics.
- D. Unit IV. Fashion Buying for Selling
1. Delineate the major changes in American lifestyles since the Industrial Revolution.
 2. Evaluate the influence of lifestyle on fashion.
 3. Outline major changes in the retail industry.
 4. Define and target a market.
 5. Discuss the theories of fashion adoption.
 6. Explain features and benefits.
 7. Describe the function of and organize a promotional calendar.
 8. Utilize current fashion buying and merchandising practices.
 9. Explain the principles behind effective customer relations.
 10. Describe the information needed to transact a sale and keep an inventory.
 11. Identify the role of the buying office.
 12. Utilize POS inventory management systems.
 13. Describe the cycle of movement of goods.
 14. Develop and manage a store budget.
 15. Prepare presentations and develop retail merchandising themes.
 16. Create retail floor plans.
 17. Develop and present creative and neat presentation boards.
 18. Demonstrate initiative, time management skills, organizational skills, follow-through, and decision-making and negotiation skills as they apply to the development of a retail merchandising plan.
 19. Organize a follow-up system.
- E. Unit V. Careers in Fashion Merchandising
1. Research and identify career opportunities.
 2. Exhibit a positive work ethic.
 3. Demonstrate initiative and assertiveness.
 4. Work as a team member.
 5. Display effective oral and written communication skills to establish a relationship with workers and customers.
 6. Communicate verbally and non-verbally with customers.
 7. Resolve customer issues positively.
 8. Demonstrate ethical behavior.
 9. Research state laws and regulations on labor compliance
 10. Follow all federal, state, and local safety regulations as they pertain to display and store floor layout planning.

III. THECB Learning Outcomes (WECM)

1. Distinguish the types of retail fashion companies.
2. Examine practices in operations.
3. Identify personnel needs.
4. Develop merchandise assortment.
5. Implement Sales Promotion concepts.
6. Differentiate among various finance and control procedures.
7. Research job opportunities.

IV. Evaluation

A. Grade percentages for determining course grades may be devised by the individual instructor.

B. Grading Scale:

A = 93 - 100

B = 83 - 92

C = 73 - 82

D = 68 - 72

I = INCOMPLETE

W = WITHDRAWN

F = BELOW 68

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.