Alexandria Technical and Community College

FASH 1601: Introduction to Fashion Retailing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course is a foundation for the learner to gain knowledge about the business of fashion. An overview of the many facets of the fashion business including design, production, merchandising, and promotion are covered. The course traces the development of fashion and the fashion industry and covers the concepts of consumer demand and fashion acceptance. Particular emphasis is placed on today's retail fashion environment and the rapid changes that are occurring in that sector of the fashion business. In addition, the learner is made aware of the many career opportunities that exist in the fashion business.

B. COURSE EFFECTIVE DATES: 12/17/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Explain how fashion has reflected social, cultural, political, economic and technological changes through history.
2. Link the importance of consumer demographics and psychographics to fashion marketing and various types of retail stores.
3. Identify fashion cycles and how they relate to consumer acceptance.
4. Discuss major sources of market research in the fashion business.
5. Explain fiber and textile characteristics, production and marketing.
6. Identify the product development process including design, sourcing, costing, and line releases/market week preparation.
7. Explain manufacturer-retailer relationships, roles and activities.
8. Identify the responsibilities and functions carried out in typical retail organizations including the store line and the buying line.
9. Explain the major aspects of retail pricing and mark-up and growth of private-brands.

D. LEARNING OUTCOMES (General)

1. The learner will be able to describe, define, and explain the nature and the business of fashion retailing, including the major segments of fashion retailing, and describe the fashion marketing chain.
2. The learner will be able to describe the production aspects in fashion, including textiles, design principles, and product sourcing.
3. The learner will be able to describe the contemporary retail fashion environment, competitive strategies, and challenges facing fashion retailers.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None
F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted