Alexandria Technical and Community College

FASH 2601: Fashion Merchandising

A. COURSE DESCRIPTION

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

This course provides the learner with an understanding of the financial components and dynamics of retail buying and assortment planning; visual merchandising concepts, store image, and differentiation. Learners will gain an understanding of the roles and responsibilities of buyers, visual merchandisers, and store managers.

B. COURSE EFFECTIVE DATES: 01/02/2001 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Identify the roles and responsibilities of retail buyers.
2. Describe the components and dynamics of a buying plan.
3. Calculate a six-month financial buying plan for a department.
4. Describe the purpose of assortment planning including, differentiation, visual displays, and promotion.
5. Prepare an assortment plan for a merchandise category.
6. Develop a specialty store assortment and floor plan combining image and visual presentation.
7. Describe the purpose and components of visual merchandising including displays and store layout.
8. Create a visual display for an apparel store.

D. LEARNING OUTCOMES (General)

1. The learner will be able to develop a financial plan for a six-month season.
2. The learner will develop assortment plans for a merchandise category and store.
3. The learner will identify the components of visual merchandising, positioning strategies, and management roles in contemporary retailing.

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

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted