

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**FASH 80 - Retail Fashion Buying**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III; Math Level II

**Transfer Status:** CSU

51 hours Lecture

This course introduces students to the process of buying fashion merchandise for ultimate purchase by consumers. Topics include the principles and practical application of fashion buying, the role of the fashion buyer and the techniques of handling the complete buying-selling cycle.

### II. OBJECTIVES

Upon successful completion of this course, the student will be able to:

- A. Identify and evaluate the responsibilities of a buyer for various sizes and types of stores.
- B. Identify the characteristics that make fashion buying a unique process.
- C. Analyze consumer motivation in purchasing.
- D. Classify, compare, and use various systems to plan, select, and control merchandise assortments.
- E. Evaluate, select, and work with items of fashion merchandise.
- F. Formulate effective pricing criteria of merchandise for resale.
- G. Identify, interpret, and apply the processes and procedures of the buying-selling cycle for fashion products.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

		Lecture	
<u>Topics</u>			<u>Hours</u>
1. Introduction/Orientation			1.00
2. The Uniqueness of Fashion Buying			4.00
3. The Fashion Buyer's Responsibilities			4.00
4. Organization of Buying			5.00
5. Resident Buying Offices			5.00
6. Analyzing the Fashion Customer			5.00
7. Planning the Fashion Assortment			5.00
8. Selecting Fashion Assortments			5.00
9. Controlling Fashion Assortment			5.00
10. Fashion Merchandise Resources			4.00
11. Pricing Fashion Merchandise for Resale			4.00
12. Buyer Communications			4.00
Total Hours			51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Demonstrations
- D. Multimedia Presentations

#### **V. METHODS OF EVALUATION**

- A. Exams/Tests
- B. Fashion Trend Analysis (Essay)
- C. Workbook Assignments (Computational)

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  - 1. Read the chapter on globalization in retailing in your text and be prepared to discuss with the class how the effects of globalization have influenced retailing.
  - 2. Read the chapter on brick and mortar retailing in "Retailing in the 20th Century" and be prepared to discuss how local retailers are categorized by types of retail operations described in the text.
- B. Writing Assignments
  - 1. Write a 4-5 page market research paper about a local retailer you have visited and an owner or manager you have interviewed. Describe the target market, retailer image, advertising and promotion methods, and merchandise assortment.
  - 2. Write a 4 page paper about a current fashion trend. Pay particular attention to the demographic following this trend.
- C. Out-of-Class Assignments
  - 1. Select and read a current article from a trade publication from the provided list and share with the class.
  - 2. Use the Internet to research an online retailer and report to the class how the company provides customer service.
  - 3. Use the Internet to research an online retailer and report to the class how the company provides customer service.

#### **VII. RECOMMENDED MATERIALS OF INSTRUCTION**

Textbooks:

- A. Diamond and Litt. Retailing in the 20th Century. 2 Edition. Fairchild/Bloomsbury, 2009.

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