

Syllabus: FAS 484: Fashion Merchandising Capstone

Course Title: FAS 484: Fashion Merchandising Capstone

Semester: Fall 2024

Instructor: Prof. Michael Green

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Office Hours: Fridays 2:00-4:30 PM OR by appointment

Class Time & Place: Tuesday or Thursday 3:00-4:15 PM in SANCA 555

Course Description:

This capstone course focuses on the development of merchandising strategies for fashion retail businesses. Students will develop and execute a merchandising strategy, including market research, product selection, and visual merchandising, culminating in a presentation at the Innovation Showcase. The course includes the development of a project proposal, visual merchandising strategy, inventory management, and a final report.

Course Objectives:

Develop and execute a merchandising strategy for a fashion retail business.

Conduct market research and select products for the retail business.

Create a visual merchandising strategy, including store layout and window displays.

Effectively present the merchandising strategy at the Innovation Showcase.

Learning Outcomes:

Gain expertise in fashion merchandising and retail management.

Develop practical skills in market research, product selection, and visual merchandising.

Improve communication skills through written reports and presentations.

Enhance the ability to manage fashion merchandising projects from conception to completion.

Group Project and Required Subtasks:

The group project for this course will involve the development of a merchandising strategy for a fashion retail business. The project will be broken down into the following subtasks:

1. **Project Proposal (Week 3):**

- Create a proposal detailing the fashion retail business, target market, and merchandising objectives. Include a timeline and assign roles to team members.

2. **Market Research and Product Selection (Weeks 4-6):**

- Conduct market research to identify consumer preferences and trends. Select products for the retail business that align with the target market and merchandising objectives.

3. **Visual Merchandising and Store Layout (Weeks 7-10):**

- Develop a visual merchandising strategy, including store layout, window displays, and in-store promotions. Design the store environment to enhance the shopping experience.

4. **Inventory Management and Pricing Strategy (Weeks 11-12):**

- Develop an inventory management system and pricing strategy to optimize sales and profitability. Analyze inventory turnover and pricing trends to adjust the strategy as needed.

5. **Final Report and Presentation (Weeks 13-15):**

- Document the entire merchandising strategy development and execution process, including challenges, solutions, and outcomes in a final report.
- Prepare a presentation for the Innovation Showcase that highlights the key aspects of the merchandising strategy.

Groups are expected to collaborate closely, meeting regularly to discuss progress and resolve any

issues. Instructor check-ins will be scheduled to provide guidance and feedback.

Evaluation:

Class meetings (5): 20 points

Individual meetings (3): 12 points

Project Proposal: 10 points

Market Research and Product Selection: 15 points

Visual Merchandising and Store Layout: 18 points

Inventory Management and Pricing Strategy: 10 points

Final Report: 10 points

Presentation: 5 points

Poster: 10 points

Total: 100 points

Course Policies:

Attendance and Participation: Regular attendance and active participation are crucial for success in this course. Students are expected to attend all scheduled class meetings and individual sessions. If a student is unable to attend a class, they should inform the instructor in advance and arrange to complete any missed work.

Academic Integrity: All students must adhere to ASU's academic integrity policy. Any form of academic dishonesty, including plagiarism, will be reported and may result in severe penalties, including a failing grade for the course.

Accommodations: Students with disabilities or special needs should contact the ASU Disability Resource Center to arrange appropriate accommodations and notify the instructor as soon as possible.

Important Dates:

Class Week 1: Introductions & Project Brainstorming (Aug 26)

Individual Meeting #1: Discuss Ideas and Readings (Sep 4)

Class Week 2: Proposal Presentation & Group Feedback (Sep 18)

Individual Meeting #2: Proposal Feedback & Methods Discussion (Oct 2)

Class Week 3: Revised Proposal Presentation & CERTT Tour (Oct 23)

Individual Meeting #3: Data Analysis & Progress Review (Nov 13)

Class Week 4: Professional Development & Project Discussion (Nov 27)

Innovation Showcase: Final Presentations & Poster Display (Dec 6)