

# FASH 0013 - BUYING FOR THE FASHION INDUSTRY

## Catalog Description

Hours: 54 lecture

Description: Examines the roles and responsibilities of fashion industry buyers and merchandising managers that must balance the needs of retailers, objectives of vendors, and preferences of consumers. The roles of trend forecasting, inventory analysis and assortment planning are discussed as they relate to the fashion industry. Introduction to domestic and international fashion markets and market weeks. Prepares students for fashion industry careers as vendors, buyers, or retailers of fashion goods and services. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Demonstrate how to write a fashion buying contract.
- CSLO #2: Discuss the importance of fashion forecasting to identify current seasonal trends.
- CSLO #3: Construct and explain the components of a fashion floor plan merchandise presentation.

## Effective Term

Fall 2017

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

Through projects, oral and written exams, students will:

1. describe the responsibilities of a fashion buyer;
2. examine the importance of fashion forecasting when buying and identify current seasonal trends in the marketplace;
3. identify the types of major price zones and pricing methods found in the fashion industry;
4. describe the stages of the fashion life cycle;
5. explain the need for branded merchandise and private labels;
6. research market weeks and events held, and discuss the importance of these events for a fashion buyer;
7. explain the components used in merchandise presentation;
8. demonstrate an understanding of a standard purchase order by writing up a mock buying contract;
9. understand the need and importance of multiculturalism in today's retail fashion market; find examples of multicultural advertising and marketing.

## General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

## Articulation Information

- CSU Transferable

## Methods of Evaluation

- Essay Examinations
  - Example: Performance objective "identify the types of major price zones found in the fashion industry". (Exam) As part of a multiple choice exam, students will be asked to identify all the major price zones. Students will be evaluated based on accuracy of their answers.
- Objective Examinations
  - Example: Performance objective "demonstrate an understanding of the different methods of pricing." (Quiz) Students will be given a quiz with different types of merchandise and scenarios where they will determine the current pricing methods to use for each example. Students will be evaluated based on the accuracy of their answers.
- Projects
  - Example: Performance objective "explain the need for branded merchandise and private labels." (Project) Students will each be given a department store to visit and research the store's private label merchandise to include types and quantities of merchandise and relate it to the selection of the other merchandise offered. Findings will be discussed in class. On the test, the students will be asked in an essay question to explain the motives and benefits of retailers developing private labels. Students will be evaluated on the level of detail and understanding conveyed by their answer.
- Reports
  - Example: Performance objective "describe the responsibilities of a fashion buyer". (Report) Students will be given an assignment to be completed detailing the unique responsibilities of a buyer for both specialty and department stores. Students will be evaluated based on research and accuracy in detailing the job duties and differences between both types of stores.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Performance Objective "understand the stages of the fashion life cycle." The instructor will present a lecture/discussion on the Fashion Life Cycle and how it is used to determine a store's purchases. Target markets will be looked at in relation to where a store determines itself to be on the fashion life cycle. Each student will then be given a store to research its position on the life cycle and the finding will be presented in class.

2. Performance Objective "explain the components used in merchandise presentation." A lecture will be given on the types of components used in merchandise presentation. The students will develop a list of positive and negative uses of each component that they have found in their own shopping experiences. The lists will be compiled and reviewed as a class.

## Typical Out of Class Assignments Reading Assignments

1. Use the internet to search for recent news coverage of a retailer found guilty of illegal pricing practices. Be prepared to explain the offense and consequences.
2. Search the internet for trend forecasting sites and create a list of next season trends.
3. Use the internet to find an example of a retailer's decision to implement a new merchandising of pricing policy. Be prepared to discuss the pros and cons of the decision.

## Writing, Problem Solving or Performance

1. Create a mock calendar for the next season's buying cycle.
2. Write a summary of the types of pricing methods used in retailing.
3. Create a mock purchase order for both foreign and domestic purchases.

## Other (Term projects, research papers, portfolios, etc.)

1. Store Image, an individual research project on evaluating displays, signage, merchandise presentation, fixtures and music as they relate to the store's target market and end goals.
2. Sales Trends, an individual project researching the current economic, demographic, lifestyle and fashion trends and making a recommendation on how the company should plan for sales based on those factors.
3. Create a private label for a retailer of the student's choice. Create the name, type of merchandise, and brand identity.

## Required Materials

- Retail Buying
  - Author: Jay Diamond
  - Publisher: Pearson
  - Publication Date: 2012
  - Text Edition: 9th
  - Classic Textbook?:
  - OER Link:
  - OER:
- Retail Buying
  - Author: Richard Claudfelter
  - Publisher: Bloomsbury
  - Publication Date: 2015
  - Text Edition: 5th
  - Classic Textbook?:
  - OER Link:
  - OER:
- Merchandising of Fashion
  - Author: Doris Kincade
  - Publisher: Pearson
  - Publication Date: 2010
  - Text Edition: 1st
  - Classic Textbook?:

- OER Link:
- OER:
- Perry's Department Store: A Buying Simulation
  - Author: Karen Videtic
  - Publisher: Bloomsbury
  - Publication Date: 2015
  - Text Edition: 4th
  - Classic Textbook?:
  - OER Link:
  - OER:

**Other materials and-or supplies required of students that contribute to the cost of the course.**