

# FASH 0017 - FASHION RETAILING

## Catalog Description

Hours: 54 lecture

Description: Explores store and non-store fashion retailing formats, structure, purpose, as well as the challenges impacting the ways retailers interact with today's consumers. Students gain an understanding of the retail industry from a fashion-oriented perspective. Methods of franchising, licensing, branding, and retail terminology are introduced. Students will also gain an understanding of merchandise planning and management, promotional strategies, brand image, human resource management, store layout, and customer service. (CSU)

## Course Student Learning Outcomes

- CSLO #1: Classify the different types of fashion retailers and the merchandise they sell.
- CSLO #2: Describe the promotional and marketing strategies used by fashion retailers to sell merchandise to the customer.
- CSLO #3: Explain the significance of online shopping in fashion retailing and its impact on the industry.
- CSLO #4: Explain how consumer behavior is tracked and how fashion retailers use this data in their stores and online.

## Effective Term

Fall 2024

## Course Type

Credit - Degree-applicable

## Contact Hours

54

## Outside of Class Hours

108

## Total Student Learning Hours

162

## Course Objectives

1. Compare and contrast online and brick and mortar fashion retailing, explain the benefits of both to the consumer and retailer;
2. Identify the steps in the Retail Buying/Selling Process;
3. Discuss, using current examples, the different classifications of retailers;
4. Analyze the steps in Retail Strategic Planning and how it works with fashion merchandising;
5. Explain the concept of Franchising and how it works in today's fashion retail environment;

6. Discuss how retailers use the "Rights of Merchandising" to maximize profits;

7. Explain how Visual Merchandising is used in all categories of retailing;

8. Describe the importance of location in Retailing;

9. Explain how creating a Private Label can increase both profits and consumer loyalty;

10. Analyze the process of creating a Private Label;

11. Identify the different career opportunities in Retailing;

12. Compare and contrast target, niche, and secondary marketing methods used by retailers.

## 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

- Objective Examinations
  - Example: (Multiple-choice exam question) After the lecture/discussion on Consumer Behavior, students will be asked which steps are and are not part of the retail Buying/Selling process. Students will be evaluated on the accuracy of their answers.
- Other
  - Example: After the lecture/chapter reading assignment on Private Labels, students will complete an individual assignment. This assignment will ask them to list the pros and cons, and to justify both, of a retailer creating their own Private Label brand. In addition, students will be asked to identify 3 Private Label brands from a current fashion retail store.

## Repeatable

No

## Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor lectures the class on the practice of fast fashion. Included are examples of well-known retailers who use this method. Students will be asked to discuss and analyze the practice, giving examples of how it may benefit the consumer, as well as any potential harm it may cause. Online students will be able to share their analysis and present their findings through a class discussion board assignment.

Distance Learning

1. Instructor posts a lecture on the practice of fast fashion. Included are examples of well-known retailers who use this method. Through a discussion board assignment, Students will be asked to discuss

and analyze the practice, giving examples of how it may benefit the consumer, as well as any potential harm it may cause.

## Typical Out of Class Assignments

### Reading Assignments

1. Read the chapter from the textbook on Branding. Identify a fashion retailer who uses Lifestyle Branding, one who uses CoBranding, and one who uses Private Branding in their advertising and promotions. Be prepared to discuss your findings with the class. 2. Search online for articles about the latest trends in Fashion Retailing. Find at least two and be prepared to share your findings with the class.

### Writing, Problem Solving or Performance

1. Refer to the six different types of retailers discussed in class. In a written paper, identify the target customer type for each. 2. Visit an area fashion retailer and also their website. In a written paper, compare and contrast any differences observed in merchandising, pricing, policies, and promotions.

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

1. Choose one well known fashion retailer with both a physical and online presence. Complete a minimum 3-page report that includes the history of that retailer, describing merchandising, store atmosphere, promotions, advertising, and customer service. Also include in report, a customer profile using demographic research to determine the store's target customer.

## Required Materials

- An Introduction to Fashion Retailing
  - Author: Dimitri Koumbis
  - Publisher: Bloomsbury
  - Publication Date: 2021
  - Text Edition: 2nd
  - Classic Textbook?:
  - OER Link:
  - OER:
- Experiential Retailing
  - Author: Youn-Kyung Kim, Pauline Sullivan, Judith Forney
  - Publisher: Fairchild
  - Publication Date: 2020
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:
- Fundamentals of Fashion Management
  - Author: Susan Dillon
  - Publisher: Bloomsbury
  - Publication Date: 2018
  - Text Edition: 2nd
  - Classic Textbook?:
  - OER Link:
  - OER:

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