

City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2013
B. Department	Fashion
C. Course Number	FASH 44
D. Course Title	Fashion Retail Buying
E. Course Outline Preparer(s)	Priscilla Fong
F. Department Chairperson	<u>Diane Green</u> Diane Green
G. Dean	<u>Nicholas Akinyouye</u> Nicholas Akinyouye

II. COURSE SPECIFICS

A. Hours	Lecture: 3 weekly (52.5 total)
B. Units	3
C. Prerequisites	None
Corequisites	None
Advisories	None
D. Course Justification	Retail buying is the backbone of the retail fashion industry. This course teaches students what is entailed in running a retail business. Topics covered include product procurement, retail math, and corporate strategies.
E. Field Trips	Optional
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

Planning, control, buying and pricing of product for the retail store. Merchandising functions of modern retail, including receiving and selling merchandise, visual merchandising, branding and marketing.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Describe the functions and responsibilities of the buyer in a retail setting
- B. Summarize and interpret retail math concepts and calculations
- C. Assess the role of the buyer in relation to other positions in the corporate retail organization, as well as in relation to external functions
- D. Critique retail strategies of existing businesses

V. CONTENTS

- A. Introduction
  1. Retail buying terms and vocabulary
  2. Marketing and distribution systems
  3. Marketing in a retail environment
  4. Consumer demand

5. Supply and demand
6. Types of retail environments
- B. Role of the buyer and merchandising organization
  1. Assortment planning
    - a. Pricing
    - b. Promotions
    - c. Merchandise mix
  2. Merchandising time line
    - a. Product development
    - b. Production
    - c. Purchase
    - d. Product transit time
    - e. Vendor lead time
    - f. In store
- C. Merchandising management
  1. Stock balance
  2. Stock turnover
  3. Inventory and inventory control systems
  4. Forecasting retail sales
  5. Advance merchandise planning
  6. Six month merchandise plan
  7. Six month merchandise budget
- D. Retail math
  1. Pricing terminology
  2. Gross margin and net profit
  3. Markup calculations and percentages
  4. Markup goals versus individual pricing
  5. Adjustments and markdowns
  6. Permanent markdowns
  7. Discounts
  8. Additional markups
- E. Internal (corporate) partnerships
  1. Corporate marketing
  2. Store planning
  3. Store operations
  4. Field stores
  5. Visual merchandising
- F. Resource relationships
  1. Vendors and suppliers
  2. Carriers
  3. Buying agents
  4. Forecasting service
  5. Distribution service

## VI. INSTRUCTIONAL METHODOLOGY

### A. Assignments

1. In class
    - a. Group discussions
    - b. Weekly oral presentations of current happenings in fashion industry
    - c. Group projects such as developing an adjacency flow map for a store, or developing an assortment plan
    - d. Oral presentation of midterm project (written store department analysis)
    - e. Oral presentation of final project (line and merchandising plan development)
    - f. Field trips such as visits to large retail stores
  2. Out of class
    - a. Readings from text or instructor handouts
    - b. Research for various products, including visits to stores, online research of products and displays
    - c. Prepare various oral presentations
    - d. Midterm project such as a written analysis and improvement recommendations of a retail store department in terms of merchandising, product mix, promotional efforts and prices
    - e. Final capstone project such as creating a line, and describing all aspects of a merchandise plan for it
- B. Evaluation
1. Participation in group discussions
  2. Tests and quizzes
  3. Oral presentations
  4. Midterm project (written store department analysis)
  5. Final project (line and merchandising plan development)
- C. Textbooks and other instructional materials
1. Retailing in the 21st Century, 2nd Edition, Jay Diamond & Sheri Litt, Fairchild Books, 2009.
  2. Articles from periodicals such as WWD
  3. Instructor prepared handouts on topics such as assortment plans

## VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).