

City College of San Francisco
Course Outline of Record

I. GENERAL DESCRIPTION

A. Approval Date	September 2013
B. Department	Fashion
C. Course Number	FASH 46
D. Course Title	Fashion Merchandising
E. Course Outline Preparer(s)	Diane Green
F. Department Chairperson	<u><i>Diane Green</i></u> Diane Green
G. Dean	<u><i>Nicholas Akinyouye</i></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	The purpose of this introductory course is to provide students with an overview of the field of fashion merchandising which encompasses such topics as visual merchandising, buying, salesmanship, and fashion show production. FASH 46 is a required course for the fashion merchandising major and the certificate.
E. Field Trips	Yes
F. Method of Grading	Letter
G. Repeatability	0

III. CATALOG DESCRIPTION

Overview of how fashion merchandising operates within the retail environment; principles of the many aspects of fashion merchandising are studied along with career opportunities.

IV. MAJOR LEARNING OUTCOMES

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

- A. Define the role and importance of fashion merchandising in our consumer oriented society
- B. Demonstrate a knowledge of fashion vocabulary
- C. Analyze how fashion merchandising operates within the retail organization
- D. Examine the components of successful fashion merchandising, and appraise merchandising techniques used in retail stores
- E. Demonstrate a knowledge of job interview techniques

V. CONTENTS

- A. Overview of fashion merchandising

1. What is fashion merchandising?
2. Fashion vocabulary
3. Fashion merchandising principles
- B. Fashion merchandising within the retail organization
 1. Fashion promotion
 - a. Publicity
 - b. Public relations
 - c. Advertising.
 2. The Mechanics of Publicity
 - a. Press release
 - b. Press conference
 - c. Balanced publicity budget
 - d. Photography and publicity
 3. Fashion advertising at retail
 - a. Specific objectives
 - b. Selection of merchandise for advertising
 - c. Characteristics of successful fashion advertisements
 4. Fashion shows
 - a. Purpose and objectives
 - b. Themes
 - c. Budget formulation
 - d. Commentary preparation
 5. Visual Merchandising
 - a. Definitions
 - b. Effective visual displays
 6. Buying fashion merchandise
 - a. Selection
 - b. Resources
 - c. Unit stock control
- C. Merchandise mathematics
 1. Creating a profitable department
 2. Average markup and retail cost
 3. Retail invoices
- D. Elements of executive leadership
 1. Judging performance for promotions
 2. Handling customer complaints
- E. Job Interviews
 1. Appropriate attire and makeup
 2. Interview skills
 3. Time management

VI. INSTRUCTIONAL METHODOLOGY

- A. Assignments
 1. In Class
 - a. Discussion of articles in periodicals such as Women's Wear Daily
 - b. Oral evaluations of fashion advertisements for customer appeal

- c. Discussions and evaluations of a fashion show or fashion event
- d. Field trips such as visits to retail establishments or fashion shows
- 2. Out of Class
 - a. Readings from instructor handouts, reprints, periodicals, and websites
 - b. Written project such as creation of an illustrated fashion glossary
 - c. Written project such as creation of a scrapbook of non-fashion merchandise ads that use fashion as a selling point
 - d. Final project such as a written critique of visuals, merchandise selection and salesmanship at retail establishment of student's choice
- B. Evaluation
 - 1. Participation in class discussions and demonstrations
 - 2. Quizzes and exams
 - 3. Oral and visual presentations of evaluations of advertisements, fashion shows
 - 4. Illustrated fashion glossary
 - 5. Scrapbook of advertising
 - 6. Final project
- C. Textbooks and other instructional materials
 - 1. Instructor handouts on topics such as current developments in merchandising, or trends in fashion advertising
 - 2. Web sites and articles from sources such as Women's Wear Daily, Style.com, and Vogue

VII. TITLE 5 CLASSIFICATION

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