

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 238

Credits: 3

Course Title: Fashion Merchandising

Course Description: Compares the major considerations involved in the buying and merchandising of fashion products. Emphasizes the dynamics of fashion and consumer buying patterns and sources of buying information. Discusses fashion buying and inventory control in the merchandising cycle plus techniques used to develop fashion buying plans, model stocks, unit control, and inventory systems. Stresses selection policy and pricing for profit. Lecture 3 hours per week.

General Course Purpose: The present marketing venues and opportunities resulting from the strong presence of the Internet, the proliferation of small entrepreneurial business startups, market diversity, and the growing need for middle management staff by mass merchandisers require more focused instructional experiences than traditional marketing programs.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Explore the qualifications and career paths for buyers;
- b. Understand the buying function in major types of retail operations;
- c. Explain the service and role of the resident buying office;
- d. Utilize appropriate fashion terminology;
- e. Explain fashion calendar as it pertains to the buying function;
- f. Develop a working knowledge of domestic and foreign fashion markets;
- g. Master basic formulas for both dollar and unit planning and control by formulating a buying plan for Campus Casuals;
- h. Identify consumer motivation and interpret customer demand;
- i. Illustrate the role of the buyer in advertising and promotional activities; and
- j. Discuss the positive and negative factors involved with import buying.

Major Topics to Be Included:

- a. Introduction to retail buying/buyer's role
- b. Fundamental of effective buying/merchandising mix
- c. The buying plan
- d. Buyer's role in pricing, planning and promotional activities

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