



Course Description

CTE2301 | Product Development | 3.00 credits

In this course students will learn the concepts and methods by which retailers create special, store-branded merchandise for targeted customer segments. The process of product development, from research to production to distribution, is studied. Prerequisite: CTE1401L, CTE1401.

Course Competencies:

Competency 1: The student will identify the evolution, scope and importance of product development to all forms of retailing by:

1. Developing a Merchandising plan is for Product Development
2. Formulating how a marketing strategy is used for Product Development
3. Describing the process of developing products
4. Analyzing the profit potential (sales volume, gross margin)

Competency 2: The student will recognize the many factors in formulating a retailer's private label merchandising strategy by:

1. Analyzing the merchandising options for developing private labels
2. Determining what the impact of private label will be for retailers
3. Defining the target market for private label
4. Outlining if private label should replace Branded label or be included

Competency 3: The student will conduct research for developing products by:

1. Determining color, texture, fabric, and print/pattern and silhouette direction for products within specific market segment
2. Analyzing past sales to see what the best sellers were for that season
3. Demonstrating how predictive analytics can help determine what products will be needed

Competency 4: The student will understand how the Global nature of sourcing products will influence the product development process by:

1. Evaluating which country, the product will be a source for the best price and quality
2. Analyzing case and synthesize solutions relating to sourcing and other activities involved in the process of developing product, using current industry technology
3. Demonstrating the strategies used for developing products internationally vs. domestically

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate an appreciation for aesthetics and creative activities