



Course Description

CTE2802 | Fashion Merchandising Strategies | 3.00 credits

In this course students will gain comprehensive knowledge of the merchandising environment, including the functions and objectives of the merchandising team, the principles and techniques of today's buyers, planners, product developers, and account executives. Prerequisite: CGS1060C.

Course Competencies:

Competency 1: The student will be able to illustrate through actual applications the methodology used to select and edit merchandise assortments by:

1. Simulating Merchandise Buys by classification, vendor, essential items, and stores.
2. Utilizing Excel as a tool for planning the merchandise assortment.
3. Executing the actual applications of assortment planning at the unit and dollar level.

Competency 2: The student will understand the components of merchandising by illustration from the fashion industry and retail stores by:

1. Comparing and contrasting a line of merchandise as a buyer and making decisions on product and placement to the stores.
2. Developing a merchandising strategy to buy an assortment for the retailer.
3. Examining how to use Excel to determine:
 - a. Merchandise Assortments by Store
 - b. Merchandise Quantities by Store
 - c. Retail Pricing.

Competency 3: The student will develop the skills to apply retail math techniques for Fashion Merchandising by:

1. Describe the processes used to calculate Open to Buy (OTB) and manipulate seasonal six-month plans.
2. Projecting and manipulating in Excel on Order.
3. Projecting and manipulating in Excel the Six-Month Plan.

Competency 4: The student will learn how to recognize and create an essential iteming a merchandise assortment by:

1. Analyzing the critical items in the assortment plan
2. Assessing the importance of outhouses of the merchandise department
3. Utilizing the technology to create a purchase order in Excel
4. Executing the purchase order by showing the on-order by store and unit assortments by fixture, also including the key items

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities