CTE2802 Fashion Merchandising Strategies

Course Description: 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. (3 hr. lecture)

Prerequisite: CGS1060C

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will be able to illustrate through actual applications the methodology used to select and edit merchandise assortments by: | 2. Numbers / Data  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Simulating actual Merchandise Buys by classification, vendor, key items and stores. 2. Utilizing Excel as tool for planning the merchandise assortment. 3. Executing the actual applications of assortment planning by 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: | 2. Numbers / Data  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Comparing and contrasting a line of merchandise as a buyer and make 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 as a tool to determine: Merchandise Assortments by Store, Merchandise Quantities by Store and Retail Pricing. | |
| **Competency 3:** The student will develop the skills to apply retail math techniques for Fashion Merchandising by: | 2. Numbers / Data  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Describing the processes used in calculating Open to Buy (OTB) and manipulate seasonal six month plan. 2. Projecting and manipulating in Excel On Order. 3. Projecting and manipulating in Excel The Six Month Plan. | |
| **Competency 4:** The student will earn how to recognize and create a key item in a merchandise assortment by: | 1. Communication  
2. Numbers / Data  
3. Critical thinking  
8. Computer / Technology Usage |
| 1. Analyzing the key items in the assortment plan. 2. Assessing the importance of success 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 include the key items. |