



### **Course Description**

#### **CTE1801 | Introduction to Fashion Merchandising and Marketing | 3.00 credits**

This introductory class provides an exposure to merchandising and terminology. Students will learn the entrepreneurs who influence the industry, career possibilities and an overview of the components of a manufacturer's or retailer's promotional techniques.

### **Course Competencies:**

**Competency 1:** The student will demonstrate knowledge of merchandising data by:

1. Identifying and analyzing current and historical trends
2. Identifying grossing of merchandise
3. Utilizing available resources and technology commonly used in the industry

**Competency 2:** The student will determine an organizations sales technique by:

1. Identifying target market(s)
2. analyzing consumer behavior
3. Describing and marketing product features
4. Identifying and designing merchandise and marketing displays
5. Identifying and determining merchandise placement

**Competency 3:** The student will develop promotional a plan by:

1. Determining what type of marketing strategy would best suit the need
2. Developing and conducting an advertising campaign
3. Developing and designing direct mailing liter print media advertisements, and electronic media advertisements

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate an appreciation for aesthetics and creative activities