



Course Description

CTE2610 | Fashion Forecasting & Research | 3.00 credits

In this course students will learn to explore and apply forecast research methods in preparation for developing, planning, purchasing, or merchandising apparel lines and collections. Using the case study method, trend research is evaluated through the use of scholarly texts, articles, databases, and relevant websites to identify opportunities for growth and profitability in a fashion business. Prerequisite: CTE1050, MAR1011.

Course Competencies:

Competency 1: The student will identify traditional and non-traditional resources to research trends within the fashion forecasting process by:

1. Discussing the elements of fashion direction/trend
2. Defining, exploring and applying various forecast research methods to understand merchandising, purchasing or planning apparel or accessories
3. Identifying and validate relevant resources to research a fashion trend
4. Describing the definitions of forecast research within a retail or wholesale organization

Competency 2: The student will be able to extract and organize data for analysis that will substantiate fashion trends by:

1. Utilizing the various forecast databases to extract data for analysis to forecast trends for merchandising decisions
2. Determining color, fabrics, trim and silhouette
3. Applying both historic and current research observations to establish trends
4. Creating an Excel spreadsheet and visuals to analyze mined data

Competency 3: The student will employ and articulate appropriate industry terminology in relation to research by:

1. Examining case study method, trend research will be evaluated through the use of fashion related articles, databases and relevant websites
2. Utilizing data analysis to evaluate selling report trends, determine bestsellers and identify trends for forecasting purposes
3. Completing a forecast for a classification of a collection

Competency 4: The student will present a research strategy for forecasting in a digital format by:

1. Examining specific trends and demonstrating its application
2. Developing a forecasting strategy that will be applicable to a particular retailer and season
3. Explaining and defend using charts, spreadsheets and their historical data (e.g., best sellers)
4. Developing a research strategy that will use critical thinking and appropriate presentation software

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively