



Course Description

CTE2836 | Global Merchandising | 3.00 credits

In this course students will learn the merchandising practices used around the world in fashion apparel companies, both in retail and wholesale. American merchandising theory is used as a base of comparison in the consideration of various religions, cultures, legal systems, and other global systems. Corequisite: CTE2802.

Course Competencies:

Competency 1: The student will utilize and demonstrate critical thinking skills that allow comparing and evaluating merchandise processes from fashion companies outside of the USA by:

1. Identifying the various merchandising approaches and practices employed in various countries
2. Exploring and analyzing the necessary merchandising adjustments in fashion companies that must be adopted to be successful beyond the country of origin
3. Describing the role global organizations (IMF, WTO) have in fostering and developing apparel merchandising in emerging countries
4. Discussing how emerging countries such as Africa, India, and the Middle East are changing merchandising concepts in the fashion industry

Competency 2: The student will evaluate, articulate, and compare financial metrics and processes used by fashion companies around the world by:

1. Explain how fashion companies worldwide develop a six-month planning process, gross margin analysis, turnover, and markdowns to quantify and benchmark revenues and margins
2. Developing a six-month plan for a global fashion company using Excel
3. Identify how local traditions, regional history, and the evolution of the fashion apparel business will influence business and profits in the future

Competency 3: The student will recognize and analyze the evolving importance of social consciousness in the world by:

1. Analyzing fashion companies regarding environmental and philanthropic issues relevant to individual companies and their effect on fashion merchandising
2. Analyzing and comprehending the significant role and the effect religion and culture have on fashion merchandising worldwide
3. Examining and exploring how fashion apparel companies are proactive in their merchandising practices regarding various social concerns

Competency 4: The student will research, analyze, and understand the legal systems and politics in fashion companies around the world by:

1. Examining the legal systems and politics shapes fashion merchandising policies and processes worldwide
2. Analyzing how the changing landscape of retailing has impacted fashion merchandising in global apparel companies
3. Identifying the importance of understanding how Global Currency Issues can affect business

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