



Course Outline

2026-2027 Catalog

FASH 80 - Retail Fashion Buying

Catalog Description

Transfer Status: CSU

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course introduces students to the process of buying fashion merchandise for ultimate purchase by consumers. Topics include the principles and practical application of fashion buying, the role of the fashion buyer and the techniques of handling the complete buying-selling cycle.

Objectives

Upon successful completion of this course, the student should be able to:

1. Identify and evaluate the responsibilities of a buyer for various sizes and types of stores.
2. Identify the characteristics that make fashion buying a unique process.
3. Analyze consumer motivation in purchasing.
4. Classify, compare, and use various systems to plan, select, and control merchandise assortments.
5. Evaluate, select, and work with items of fashion merchandise.
6. Formulate effective pricing criteria of merchandise for resale.
7. Identify, interpret, and apply the processes and procedures of the buying-selling cycle for fashion products.

Course Content

Topic Titles / Suggested Time Topic

Lecture

<u>Topics</u>	<u>Lec Hrs</u>
Introduction/Orientation	1.00
The Uniqueness of Fashion Buying	4.00
The Fashion Buyer's Responsibilities	4.00
Organization of Buying	5.00
Resident Buying Offices	5.00
Analyzing the Fashion Customer	5.00
Planning the Fashion Assortment	5.00
Selecting Fashion Assortments	5.00
Controlling Fashion Assortment	5.00
Fashion Merchandise Resources	4.00
Pricing Fashion Merchandise for Resale	4.00
Buyer Communications	4.00

Total Hours: 51.00

Methods of Instruction

- A. Demonstrations
- B. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- C. Lecture
- D. Multimedia Presentations

Methods of Evaluation

- A. Exams/Tests
- B. Projects
- C. Written Assignments
- D. Essays and research papers

Examples of Assignments

Reading Assignments

1. Read the chapter on brick and mortar retailing in "Retailing in the 20th Century" and be prepared to discuss how local retailers are categorized by types of retail operations described in the text.
2. Read the chapter on globalization in retailing in your text and be prepared to discuss with the class how the effects of globalization have influenced retailing.

Writing Assignments

1. Write a 4 page paper about a current fashion trend. Pay particular attention to the demographic following this trend.
2. Write a 4-5 page market research paper about a local retailer you have visited and an owner or manager you have interviewed. Describe the target market, retailer image, advertising and promotion methods, and merchandise assortment.

Out-of-Class Assignments

1. Select and read a current article from a trade publication from the provided list and share with the class.
2. Use the Internet to research an online retailer and report to the class how the company provides customer service.

Recommended Materials of Instruction

Levy, M., Weitz, B., Grewal, D. (2018). Retailing Management. *McGraw-Hill Education*, 10th.

Clodfelter, R. (2018). Retail Buying: From Basics to Fashion. *Fairchild Books*, 6th.

Minimum Qualifications

Family & Cons Study/Home Ec

Fashion & Related Technologies

Retailing

Created/Revised by: Demaggio, Julie

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