COURSE INFORMATION FORM

DISCIPLINE  Apparel and Textile
COURSE TITLE  Merchandising Field Experience

CR.HR  3  LECT HR.  1  LAB HR.  CLIN/INTERN HR.  12  CLOCK HR.  

CATALOG DESCRIPTION
Application of merchandising principles for both manufacturing and retail firms. Study process of budget and assortment planning, development, and presentation of apparel and related products.

PREREQUISITES
APTX 119 Visual Merchandising
APTX 220 Merchandising I
APTX 221 Merchandising II – Global Issues

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Integrate work experiences in the apparel and textiles industry to classroom activities.
2. Demonstrate tasks performed in a retail setting.
3. Describe various jobs in apparel and textiles, and distinguish individual job responsibilities.
4. Apply fashion merchandising skills under the supervision of the job supervisor and the instructor.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

Outcomes  ESO

3. Life-Long Learning
   C. Attributes of an Awareness of the Convergence of Knowledge
      2. Apply learned skills to real world interactions  (1,2,3,4)
PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

Demonstrate ability to communicate effectively in oral, written and visual forms
- Develop professional resume, portfolio, and career interview skills
- Recognize and use appropriate professional terminology

Recognition of current ethical and professional issues in textiles and apparel industries.
- Demonstrate knowledge of ethical issues related to labor, global trade, and free/fair trade.
- Demonstrate knowledge of environmental issues related to dyeing, weaving and manufacturing of apparel product.

Demonstrate ability to work effectively in groups and teams.
- Share responsibility and delegate duties. Demonstrate accountability to the group/team.

Demonstrate professional expertise in marketing and product merchandising.
- Identify target markets, accessing of consumer audience.
- Identify appropriate marketing and merchandising strategies to reach target market
  Develop effective business planning appropriate to identified strategies.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Observations (1)
2. Employer’s evaluation (4)
3. Weekly job logs (2,4)
4. Final project (3)
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Job interview preparation
   A. Sources of jobs
   B. Application
   C. Interview
   D. Business Attire
   E. Business Relationships

II. Nature of the organization
   A. Job description
   B. Salary and benefits
   C. Store procedures
   D. Customer service

III. Current trends in retailing
   A. New laws
   B. Merchandising techniques

IV. Promotion
   A. Advertising
   B. Display
   C. Fashion Shows

V. Career planning