COURSE INFORMATION FORM

DISCIPLINE: Apparel and Textiles
COURSE TITLE: Merchandising II

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

CATALOG DESCRIPTION
Application of merchandising principles for both manufacturing and retail firms. Emphasis on budget and assortment planning, development and presentation of apparel and related products, and use of computer technology to plan and execute.

PREREQUISITES
none

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

1. Examine the role of merchandising related to other fundamental business functions, as it pertains to planning, developing and presenting product lines for identified target markets with regard to pricing, assortments, styling and timing.

2. Use specific merchandising terminology.

3. Apply appropriate merchandising theory and practices to manufacturing and retail scenarios.

4. Construct a merchandising plan for basic and fashion items, demonstrating knowledge of planning, pricing and budget development.

5. Examine product development with emphasis on global sourcing issues, presentation and vendor relations.

6. Explore career opportunities in merchandising and related areas.

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

2. Critical Thinking:
   B. Define, analyze, and evaluate information, materials and data
      3. Unambiguously define problems and sources (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.
  • Develop effective skills in brainstorming and identification of relevant ideas.
  • Share responsibility and delegate duties. Demonstrate accountability to the group/team.
  • Develop strategies and time lines for action and completion

Demonstrate professional expertise in marketing and product merchandising.
  • Identify target markets, accessing of consumer audience.
  • Perform necessary marketing research for targeted product development
  • 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 may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Exams 1,2,3,4,5,6
2. Participation in class discussion 1,2,3,4,5,6
3. Focused assignments over text book and selected readings 1,2,3,4,5,6
4. Capstone project demonstrating mastery and ability to integrate key concepts related to merchandising process 1,2,3,4,5
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. Merchandising Theory
   A. Concepts
   B. Technology
   C. Systems

II. Merchandise Planning
   A. Fundamentals of planning
   B. Pricing
   C. Budgets – planning and managing
   D. Assortment – planning and managing

III. Developing and Presenting Product Lines
   A. Development process
   B. Global sourcing
   C. Presentation
   D. Customer/Vendor relationships

IV. Career opportunities