

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

X  Transfer Course  X  A.A. Degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** FASH 120 Fashion Buying/Management

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:**

Appropriate language and computational skills.

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None.

**COREQUISITE:** None.

**RECOMMENDED PREPARATION:** None.

**SCOPE OF COURSE:**

Principles of fashion buying utilizing practical applications and case studies. Topics covered include merchandise planning and selection, resource relations, legal trade regulations, pricing, and merchandise management and control.

**SPECIFIC COURSE OBJECTIVES:**

Successful students will:

1. create a mock-up store by applying the principles of organizing and managing a retail store;
2. apply the following criteria in designing a store: the interior layout, the type of merchandise, and the visual presentation;
3. develop a budget plan, classification plan, price point plan, and select the merchandise for their store based on the demographics of their location and the image they desire to project;

4. select resources/vendors to be used in their store based on type of merchandise they desire (which best typifies the image they wish to project in their store);
5. apply legal trade regulations and be able to apply this information appropriately when purchasing merchandise for their store;
6. prepare operating (profit and loss) statement;
7. prepare an inventory control sheet.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. The environment of the buying specialist
  - A. The role of the buyer – domestic & foreign
  - B. The buyer's responsibilities in merchandising management
  - C. Organizing the buying/selling activity
  - D. The resident buying office
  
- II. The merchandise assortment
  - A. The importance of fashion – understanding trends
  - B. Understanding the retail customer
  - C. The buyer and merchandise controls
  - D. The planning function and the merchandising activity
  - E. Planning the merchandise assortment
  - F. Budgeting and selecting the merchandise assortment
  
- III. Working with merchandise resources/vendors
  - A. The resources of merchandise
  - B. Services offered by merchandise resources
  - C. Developing good buyer/vendor relations
  - D. Developing strong negotiating skills
  - E. Understanding terms and dating
  - F. Legal trade regulations

**REQUIRED READING:**

Guthrie, Karen M. and Cynthia W. Pierce. Perrys Dept Store: A Buying Simulation. New York; Fairchild Publishers, 2003.

**SUGGESTED READING:**

Women's Wear Daily.

"W".

Daily News Record.

California Apparel News.

**REQUIRED WRITING:**

## Class assignments

- Demographic Research (2-4 pages)
- Current trends (1-2 page)
- Six month budget plan (1 page)
- Stock assortment (1 page)
- Price Point Plan (1 page)
- Market plan (1 page)
- Promotional plan (2 pages)
- Income statement (1 page)

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.**

Complete take home exercises (4)

Project: setting up on paper a retail store: including type of merchandise, visual displays, store layout, merchandise layout.

Demographic study (2 pages)

Market Research study (2 pages)

Interview Buyer on Department or Store Manager (1-2 pages)

**INSTRUCTIONAL METHODOLOGY:****Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

Lecture, discussion, guest speakers, video tapes, field trip to retail specialty store, oral presentation of Course Project.

**DISTANCE LEARNING:**

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials)

through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

The following points will be averaged for a grade:

Weekly quizzes (10 approximately)	50-60 points each
Final exam -	150 points - essay
Course Project	110 points
Assignments - writing, essay, short answer	50 points each
Interview -	50 points- essay

No late papers will be accepted. All papers are to be typewritten unless a handwritten paper will enhance the project.

A	=	100	-	90%
B	=	89	-	80%
C	=	79	-	65%
D	=	64	-	50%
F	=	49	-	0%

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes \_\_\_\_ No X Number of times course may be taken for credit: \_\_\_\_

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON:** Nancy Galli, ext: 2352

<b>SIGNATURES ON FILE</b>
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