

FASH 57 Course Outline as of Fall 1997**CATALOG INFORMATION**

Dept and Nbr: FASH 57 Title: FASH BUYING
 Full Title: Fashion Buying
 Last Reviewed: 2/22/2010

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 03 - May Be Taken for a Total of 3 Units

Also Listed As:

Formerly:

Catalog Description:

This course will introduce students to all duties and responsibilities of a buyer with emphasis on buying strategy. The class will prepare students for careers in retailing.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100A or ENGL 100.

Limits on Enrollment:**Schedule of Classes Information:**

Description: This course will introduce students to all duties and responsibilities of a buyer with emphasis on buying strategy. The class will prepare students for careers in retailing. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100A or ENGL 100.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: May Be Taken for a Total of 3 Units

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area			Effective:	Inactive:
CSU GE:	Transfer Area			Effective:	Inactive:
IGETC:	Transfer Area			Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 1997	Inactive:	Fall 2016
UC Transfer:		Effective:		Inactive:	

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

- * Recognize today's buying environment and trends.
- * Recognize continuous changes in the market place and their relationship to buying.
- * Analyze market segments based on demographic, geographic and psychographic data.
- * Recognize personality traits, human relations skills and merchandising knowledge that buyers should possess.
- * Identify customer's target market.
- * Create a fashion buying plan.
- * Select and evaluate buying sources.
- * Interpret buying strategies.

Topics and Scope:

- A. The retail environment
 1. Today's buying environment.
 2. The buying function in retailing.
 3. Buying for different types of stores.
- B. Identify and understand the customer
 1. Resources for making buying decisions.
 2. Forecasting and making buying decisions.
 3. Buying fashion merchandise.
- C. Purchase planning and merchandise control.
 1. Planning
 - a. Merchandise.
 - b. Assortment
 2. Inventory control.
- D. Merchandise Resources
 1. Selecting vendors and building partnerships with them.
 2. Buying from domestic sources.

3. Buying from foreign markets.
- E. Buying techniques
1. Negotiation in the market place.
 2. Making the purchase.
- F. Additional responsibilities of the Buyer
1. Pricing the merchadise.
 2. Promoting the merchandise.

Assignment:

1. Interview a buyer to learn educational background and responsibilities.
2. Compare types of retail stores: chain stores, retail stores and independent stores.
3. Track current fashions and forecast following season's merchandise.
4. Research requirements to be a buyer.
5. Read text and prepare for participation in class discussions.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports, Term papers

Writing
10 - 30%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Field work, Quizzes, Exams

Problem solving
25 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations
5 - 25%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Completion

Exams
25 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

ATTENDANCE

Other Category
5 - 10%

Representative Textbooks and Materials:

Retail Buying by Richard Clodfelter, Delmar Publishers, 1993.

