

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 wil 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 merchandise.
 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.

