



El Camino College  
COURSE OUTLINE OF RECORD – Official

<b>Course Acronym:</b>	FASH
<b>Course Number:</b>	27
<b>Descriptive Title:</b>	Fashion Merchandising
<b>Division:</b>	Industry and Technology
<b>Department:</b>	Fashion
<b>Course Disciplines:</b>	Fashion, Related Technologies
<b>Catalog Description:</b>	This course introduces students to the fashion merchandising industry. The course content consists of an overview of the fashion industry and career opportunities. Topics include planning, selecting, selling and promoting fashion merchandise and tracking fashion trends.
<b>Prerequisite:</b>	
<b>Co-requisite:</b>	
<b>Recommended Preparation:</b>	Eligibility for English 1A/English C1000 or equivalent
<b>Enrollment Limitation:</b>	
<b>Hours Lecture (per week):</b>	3
<b>Hours Laboratory (per week):</b>	0
<b>Outside Study Hours:</b>	6
<b>Total Course Hours:</b>	54
<b>Course Units:</b>	3
<b>Grading Method:</b>	Letter Grade only
<b>Credit Status:</b>	Credit, degree applicable
<b>Transfer CSU:</b>	Yes
<b>Effective Date:</b>	Prior to July 1992
<b>Transfer UC:</b>	No
<b>Effective Date:</b>	
<b>General Education: ECC</b>	
<b>Term:</b>	
<b>Other:</b>	
<b>CSU GE:</b>	
<b>Term:</b>	
<b>Other:</b>	
<b>IGETC:</b>	
<b>Term:</b>	
<b>Other:</b>	
<b>Student Learning Outcomes:</b>	<b>SLO #1 Mock Retail Store</b>

	<p>Given the information taught in class (context), students will be able to develop a realistic mock retail store for a demographic and psychographic group.</p> <p><b>SLO #2 Retail Product Mix</b></p> <p>Given the information taught in class (context), students will be able to develop a product mix for a specific retail group.</p> <p><b>SLO #3 Merchandizing Terms</b></p> <p>Terms Given the information taught in class (context), students will be able to identify various merchandising terms.</p>
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. Evaluate key elements and patterns in fashion change cycles, customer demands and buying behavior.</li> <li>2. Examine types of retail organizations specializing in fashion merchandise.</li> <li>3. Categorize fashion merchandise terminology.</li> <li>4. Evaluate processes involved in planning, selecting, promoting, selling and coordination of fashion merchandise.</li> <li>5. Compare and contrast the scope and complexity of the fashion industry, with emphasis on current merchandising philosophy.</li> <li>6. Solve basic merchandising math equations.</li> <li>7. Analyze buying trends and fashion merchandising research services.</li> <li>8. Identify career opportunities in fashion merchandising.</li> </ol>
<b>Major Topics:</b>	<p><b>I. OVERVIEW OF FASHION MERCHANDISING (2 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Scope and complexity of the fashion industry</li> <li>B. Functional and psychological decisions in relation to ownership of a fashion business</li> </ol> <p><b>II. FASHION CHANGE CYCLES (4 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Discovering market signals that indicate trends</li> <li>B. Evaluation of product life stage and competition</li> </ol> <p><b>III. RETAIL ORGANIZATIONS (4 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Developing strategies for business ownership</li> <li>B. Analyzing the costs of business ownership</li> </ol> <p><b>IV. MERCHANDIZING THEORY AND PHILOSOPHIES (12 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Merchandise concepts</li> <li>B. Technology and systems</li> </ol> <p><b>V. MERCHANDISE PLANNING (12 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Perspectives and pricing</li> <li>B. Fundamentals of planning</li> <li>C. Merchandise assortments</li> </ol> <p><b>VI. MERCHANDISING MATH (8 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Merchandising math principles</li> <li>B. Decisions of accounting control</li> </ol> <p><b>VII. MERCHANDISE TREND SERVICES (6 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Trends report</li> <li>B. Mock retail store</li> </ol> <p><b>VIII. CAREERS IN MERCHANDISING (6 hours, lecture)</b></p> <ol style="list-style-type: none"> <li>A. Industry professional interview</li> <li>B. Career profile</li> </ol>
<b>Total Lecture Hours:</b>	54

<b>Total Laboratory Hours:</b>	0
<b>Total Hours:</b>	54
<b>Primary Method of Evaluation:</b>	1) Substantial writing assignments
<b>Typical Assignment Using Primary Method of Evaluation:</b>	Conduct an interview concerning current trends in fashion merchandising with someone who holds a merchandising position. Prepare a two-page written report and give an oral report based on the interview. Submit report to the instructor. Develop a competitive store survey (group assignment). Visit two retail stores and compare their operations, customer profiles, merchandise selection and visual presentations. Survey should contain 10 to 15 questions/elements. Submit survey to the instructor.
<b>Critical Thinking Assignment 1:</b>	Analyze retail-buying trends, research services and trend reports. In a two-page written report, compare and contrast current clothing in retail stores, online services and trend reports with what consumers are wearing. Include relevant drawings or photographs. Submit report to the instructor.
<b>Critical Thinking Assignment 2:</b>	Referring to the year-end financial report for a fashion company, calculate net profit and profit margins. Submit net profit calculations in a one-page report and submit to the instructor.
<b>Other Evaluation Methods:</b>	Essay Exams, Matching Items, Multiple Choice, Other Exams, Term or Other Papers, True/False, Written Homework
<b>Instructional Methods:</b>	Demonstration, Discussion, Group Activities, Guest Speakers, Lecture, Multimedia presentations
<b>If other:</b>	Off-site class visitations
<b>Work Outside of Class:</b>	Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Required reading, Study, Written work (such as essay/composition/report/analysis/research)
<b>If Other:</b>	
<b>Up-To-Date Representative Texts:</b>	Grace I. Kunz. <u>MERCHANDISING: THEORY, PRINCIPLES AND PRACTICE</u> . 3rd ed. Fairchild Books. 2010. (Discipline Standard)
<b>Alternative Texts:</b>	
<b>Required Supplementary Readings:</b>	Los Angeles Times, California Apparel News, Women's Wear Daily and other professional journals
<b>Other Required Materials:</b>	Materials for research paper and term project
<b>Requisite:</b>	
<b>Category:</b>	
<b>Requisite course(s): List both prerequisites and corequisites in this box.</b>	
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	
<b>Requisite Skill:</b>	

<b>Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable</b>	
<b>Requisite course:</b>	Eligibility for English 1A/English C1000 or equivalent
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	<p><b>Ability to prepare a written report based on personal interviews and research.</b> Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p> <p><b>Ability to read and comprehend a financial report.</b> Summarize, analyze, evaluate, and synthesize college-level textbooks.</p>
<b>Requisite Skill:</b>	
<b>Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable</b>	
<b>Enrollment Limitations and Category:</b>	
<b>Enrollment Limitations Impact:</b>	
<b>Course Created by:</b>	Grace Underwood
<b>Date:</b>	03/01/2016
<b>Original Board Approval Date:</b>	
<b>Last Reviewed and/or Revised by:</b>	Shirley Warren
<b>Date:</b>	03/13/2024
<b>Last Board Approval Date:</b>	01/13/2025
<b>Effective Term:</b>	FA 2025