

FASHION MERCHANDISING, MARKETING, AND RETAIL 2019/2020 COURSE DESCRIPTIONS

(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

FTFMMC285 - Fashion Merchandising, 3 Credits.

Description: The course provides a comprehensive look at the merchandising environment including the functions and objectives of the merchandising team and the principles and techniques of today's buyers, planners, product developers, and account executives. Students will gain an understanding on procedures of how to plan, select, price, and sell fashion goods. Product development, sourcing, and production are an integral part of the course. The course will also address the analysis of wholesale and apparel management practices of the fashion marketing industry with a specific focus on planning, developing, and presenting product lines for identified target markets. The course will also address the analysis of the issues with a specific focus on the Italian industry through locally based case studies.

PSELRS325 - Retail and Sale Strategies Experiential Learning, 6 Credits.

Description: This course focuses on exposure to sales and retail through an understanding of the strategies related to the supply chain, competitors, suppliers, and customers. Coursework will provide students with the knowledge of the tools and decisions applied by international and Italian companies to maintain clientele loyalty. The managerial component of the course will also give students an understanding of basic management methods in terms of product flow, marketing tools, and geography-specific analysis in retail marketing. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises,

learning of comprehensive operational processes, problem-solving, leadership, and management.

FTFMFM300 - Fashion Forecasting for Merchandisers, 3 Credits.

Description: Through this course, students explore and apply various forecast research methods in preparation for developing, planning, purchasing, or merchandising apparel lines and collections. Using the case studies, market and trend research is evaluated to identify opportunities for growth and profitability in a fashion business. By applying consumer, aesthetic and quantitative information, students develop value-added apparel/textile strategies for products and product lines with merchandising campaigns for diverse targets. The outcome of the course will focus on understanding the relationship of forecasting and product line development. Students will be exposed to analytical techniques to acquire quantitative elements through marketing theories that explain fashion dynamics that occur in apparel and retail.

FTFDIC200 - Image Consultancy, 3 Credits.

Description: This course analyzes fashion-based image consultancy for individual clients as a profession of growing importance in both the fashion and tourism industries. Key course topics include the resources necessary to build a career in consultancy, portfolio building, self-marketing, and client consultation. The course also provides important contextual information related to the dynamics of the fashion industry. Field visits and activities are significant components of the coursework, allowing students to not only familiarize themselves with real working environments but also interact with professionals in order to build competency in networking with future intermediaries and clients.

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BUMKFM360 - Strategic Fashion Marketing, 3 Credits.

Description: The world of global fashion is becoming increasingly complex as the market evolves. This course is designed to respond to the challenges presented by the competitive environment that the fashion industry is facing. Students will acquire knowledge on how to develop strategic fashion marketing plans in order to respond to continuous economic and environmental changes. In addition, students will learn how different business environments require equally different strategic and competitive behavior from the players involved. A number of fashion business case studies will be analyzed with a particular emphasis on the Italian market. Branding and brand management will be an integral part of the course, especially with regards to how brands acquire and sustain value in the marketplace. The course explores how successful marketers develop, manage, and protect brands. A focus on successful case histories, visits to fashion enterprises, as well as case analyses will complete the course and help students gain practical examples of how markets adapt and grow in this highly competitive industry.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Fashion Buying Strategies: From Personal Shopper to Retail Merchandising Experiential Learning
- Sales Management
- Fashion Styling
- Brand Management
- Fashion Business in Italy