

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME RETAIL FASHION BUYINGCOURSE NUMBER MKTG 1111 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared NOVEMBER 1993 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 9 Total Hours 27

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**PREREQUISITES**NONE

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**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

- to develop a practical and comprehensive knowledge of the merchandise buying function as it relates to fashion
  - to understand successful techniques of market and product research, developing a merchandise assortment, buying techniques and resources
  - to learn the value of successful decision making in today's competitive retail world
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**EVALUATION**

Final Examination	<u>        </u> %
Mid Term	<u>        </u> %
Class Assignments	<u>        </u> %
Other (1) attendance and participation	<u>        </u> %

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Provided Handouts

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

Retail Buying and Merchandising - Shuch

The Management of Retail Buying - Wingate & Friedlander - 2nd Edition

Fashion Buying and Merchandising - Axelrod, Packard, Winters - 2nd Edition

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## **COURSE SUMMARY**

1. Understand the buyer's roles in different retail organizations.
2. Determine the merchandise assortment required for a target market's wants and needs.
3. Understand the planning process leading up to buying commitments.
4. Develop negotiating skills to maintain good vendor relationships.
5. Understand the importance of pricing policies.

**COURSE OUTLINE - MKTG 1111**  
(continued)

Week Lecture or Lab Number	Material Covered	References
1	Introduction. Objectives of course. Course Outline. Consumer Buying Patterns, Buying Management, Different Kinds of Fashion Buying.	
2	Forecasting - how a trend develops, the fashion cycle as related to buying.	
3	Fashion Forecasting and Future Trends - trend project assigned.	
4	Private Label Development and Services; Brands; Assignments due.	
5	A Fashion Buyer's Responsibilities - buying for a small store vs a department store or chain; buying offices; foreign buying and international trade fairs.	
6	The Buyer's role in advertising, promotion and visual merchandising; choosing resources; terms of negotiation; buyer/seller relationship	
7	Basic buying mathematics; open to buy; pricing	
8	Planning for buying - the buying plan; the merchandise plan; assortment planning.	
9	Final projects to be presented in class.	

**\*\* ALL ASSIGNMENTS MUST BE TYPED.**

**Late assignments will not be accepted after 1 week**