

LSC Use Only

Number: _____
 Action: _____
 Date: _____

UWUCC Use Only

Number: 91-33
 Action: _____
 Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: CS 480 Apparel Industry II
 Suggested 20 Character Course Title: Apparel Industry II
 Department: Consumer Services
 Contact Person: Joan Schmitt

II. If a course, is it being Proposed for:

 X Course Revision/Approval Only
 _____ Course Revision/Approval and Liberal Studies Approval
 _____ Liberal Studies Approval Only (course previously has been
 approved by the University Senate)

III. Approvals

Joan Schmitt
 Department Curriculum Committee

Donald Freyhan
 Department Chairperson

Mia M. Moore-Armstrong
 College Curriculum Committee

Harold C. Wingard
 College Dean *

 Director of Liberal Studies
 (where applicable)

 Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
 to LSC: _____
 to UWUCC: _____

Semester to be
 implemented:
Spring 1993

Date to be
 published
 in Catalog:
Fall 1992

IV. DESCRIPTION OF CURRICULUM CHANGE

1. Catalog Description

CS 480 Apparel Industry II	3 credits
	3 lecture hours
Prerequisites: CS 380, and Liberal	0 lab hours
Studies math requirement	(3c-01-03sh)

Introduces the student to the merchandising and promotion of apparel, including organization, buying responsibilities, techniques and resources: various retail institutions, resident buying offices, apparel dollar planning and control, apparel merchandise assortment planning, apparel buying practices, application of apparel planning and buying, apparel advertising and promotion.

COURSE SYLLABUS

I. CATALOG DESCRIPTION

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II. COURSE OBJECTIVES

Upon completion of this course the student will:

1. Compare current organization and apparel buying, merchandising and promotion practices and techniques for various retail institutions and resident buying offices.
2. Demonstrate an understanding of the planning, buying and controlling procedures used in apparel merchandising.
3. Explain the apparel buyer's responsibilities in executing effective advertising and sales promotion.
4. Know the functions of various resources utilized in apparel merchandising and promotion.

III. COURSE OUTLINE

- A. Apparel Merchandising: An Overview (1 sh lecture)
- B. Elements of Apparel Buying and Merchandising (2 sh lecture)
 1. Functions
 2. Channels of Distribution
 3. Different Store Types
- C. External Factors Affecting Apparel Buyer's Environment (2 sh lecture)
 1. Factors Affecting Change
 2. Trends
 3. Economic Conditions
 4. Technological Advancements

- 5. Competition
- 6. International and Federal Regulations
- D. Apparel Buyer's Responsibilities in Merchandising (1 sh lecture)
 - 1. Factors Affecting Scope of Job
 - 2. Challenges of Buying
 - 3. Responsibilities of Assistant Buyer
- E. Apparel Buying in Different Store Types (2 sh lecture)
- F. Understanding Apparel Buying Behavior of Consumers (2 sh lecture)
- G. Role of Apparel Buyer in Fashion Coordination (1 sh lecture)
- H. Apparel Merchandise Dollar Planning Process (6 sh lecture)
 - 1. Planning Process
 - 2. Effective Budgeting
 - 3. Merchandise Plans
- I. Pricing Apparel Merchandise for Profit (2 sh lectures)
 - 1. Determining Wholesale
 - 2. Determining Retail
- J. Apparel Merchandise Unit Assortment Planning Process (5 sh lecture)
 - 1. Well Planned Assortments
 - 2. Factors Affecting Planning Decisions
 - 3. How Plans Are Developed
- K. Apparel Merchandise Control Process (5 sh lecture)
 - 1. Elements
 - 2. Requirements of a Good System
 - 3. Types of Systems
 - 4. Methods Used to Control Future Inventories
- L. Resident Buying Offices (1 sh lecture)
 - 1. Development
 - 2. Types and Organization
 - 3. Selection
 - 4. Services
 - 5. Value of Usage
- M. Resources of Apparel Merchandising (2 sh lecture)
 - 1. Domestic Market
 - 2. Foreign Market
- N. Services of Apparel Merchandise Resources (1 sh lecture)
- O. Developing Good Buyer-Vendor Relations (2 sh lecture)

P. Apparel Advertising and Sales Promotion (3 sh lecture)

1. Importance of Effective Communication
2. Role of Non-personal Selling Advertising
3. Type of Apparel Advertising
4. Psychological Aspects
5. Planning Apparel Advertising
6. Types of Sales Promotion

Q. Personal Selling of Apparel (2 sh lecture)

1. Types
2. Management
3. Techniques
4. Overcoming Problems

IV. EVALUATION METHODS

The final grade for this course will be based on performance in either Option A or Option B.

Each student will decide the method of evaluation by choosing either Option A or Option B.

OPTION A:

- TESTS
(total 700 points or 70% of grade)
- RESEARCH PAPER
(total 200 points or 20% of grade)
- IN-CLASS ASSIGNMENTS
(total 100 points or 10% of grade)

OPTION B:

- TESTS
(total 900 points or 90% of grade)
- NO RESEARCH PAPER
- IN-CLASS ASSIGNMENTS
(total 100 points or 10% of grade)

FINAL POINT SCALE:

900 to 1000 points earned = A
 800 to 899 points earned = B
 700 to 799 points earned = C
 600 to 699 points earned = D
 less than 600 points = F

TESTS: There will be four(4) exams consisting of a combination of True/False, Multiple Choice, Matching, Problems, and potential Completion/Short Answer Essay. (100 points each)

RESEACH PAPER: Each student choosing Option A will prepare an 8-10 page paper on a topic approved by the instructor. Ideas for topic choice will be due during week 3; preliminary, typed outline will be due during week 6; final, typed paper will be due during week 12. Research Papers will be graded on:

- content completeness
- depth of research
- authenticity
- documentation
- organization
- clarity, accuracy, neatness

LATE PAPERS WILL NOT BE ACCEPTED

IN-CLASS ASSIGNMENTS: Content, type and number (minimum of five) are dependent on student need for concept comprehension and/or application.

NOTE: If emergency arises, notification of instructor must be made by student PRIOR to exam and/or research paper due date.

SAMPLE OF CONTRACT FORM FOR OPTION A OR OPTION B:

Complete the following form and return by (date given)

DATE _____

NAME _____

I choose the following option as the basis for evaluation in CS 480 Apparel Industry II:

_____ OPTION A _____ OPTION B

NOTE: Signed contract due the end of Week 2; choice of Option may be changed with approval of instructor.

V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Bohlinger, Maryanne Smith. Merchandise Buying, 3rd ed. Boston: Allyn and Bacon. 1990.

VI. SPECIAL RESOURCE REQUIREMENTS

No special resources are required.

VII. BIBLIOGRAPHY

Cash, R. Patrick. Improving Apparel Shop Profits: A Professional Approach. New York: National Retail Merchants Association, 1986.

dePaula, Helena and Carol Stewart Mueller. Marketing Today's Fashion. 2nd ed. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1986.

Packard, Sidney, Dr. Arthur A. Winters, and Nathan Axelrod. Fashion Buying and Merchandising. 2nd ed. New York: Fairchild Publications, 1983.

Phillips, Pamela M., Ellye Bloom and John D. Mattingly. Fashion Sales Promotion: The Selling Behind the Selling. New York: John Wiley & Sons, Inc., 1985.

Strategies and Tactics in Fashion Marketing--Selected Readings. New York: Fairchild Publications, 1982.

Troxell, Mary D. Fashion Merchandising. 3rd ed. New York: Gregg Division, McGraw-Hill, 1981.

Winters, Arthur A. Fashion Advertising and Promotion. 6th ed. New York: Fairchild Publications, 1991.

TRADE PUBLICATIONS:

Advertising Age
Ad/Pro -- NRF
Apparel Industry
Apparel Merchandising
Chain Store Age
Discount Store News
Retail Control -- NRF
Stores -- NRF

HISTORICAL REFERENCES:

Cumming, James. Making Fashion and Textile Publicity Work. New York: Fairchild Publications Inc., 1971.

Fashion Coordination. Flower Lane Publishing Co., 1969.

Gold, Annalee. How to Sell Fashion, 2nd ed. New York: Fairchild Publications, 1978.

Gore, Bud. How to Sell the Whole Store as Fashion. New York: National Retail Merchants Association, 1970.

Jabenis, Elaine. The Fashion Director. New York: John Wiley & Sons, Inc., 1972.

Judelle, Beatrice. The Fashion Buyer's Job. New York: National Retail Merchants Association, 1971.

Kleeberg, Irene Cumming and Patrick R. Cash. eds. The Management of Fashion Merchandising--A Symposium. New York: National Retail Merchants Association, 1977.

Packard, Sidney and Nathan Axelrod. Concepts and Cases in Fashion Buying and Merchandising. New York: Fairchild Publications, 1977.

Packard, Sidney and Miriam Guerreiro. The Buying Game: Fashion Buying and Merchandising. New York: Fairchild Publications, 1979.

Winters, Arthur A. and Stanley Goodman. Fashion Sales Promotion. 4th ed. Indianapolis: The Bobbs-Merrill Co., Inc., 1976.

COURSE ANALYSIS QUESTIONNAIRE

SECTION A. DETAILS OF THE COURSE

- A1 This course will be a requirement for students in the Fashion Merchandising major. The course is not intended for inclusion in the Liberal Studies program.
- A2 This course expands the second half of the current CS 318 Fashion Merchandising course.
- A3 This course will be offered in lecture format which parallels other courses in the program.
- A4 This course has been offered as a Special Topic, called Apparel Merchandising and Promotion, during the Spring 1990 and Spring 1991 semesters. Will also be offered Spring 1992.
- A5 This course is not intended to be dual level.
- A6 This course is not to be taken for variable credit.
- A7 Similar courses are offered at these institutions:

Michigan State University, HED 360
Apparel, Textiles and Interior Furnishings Buying (3sh)
Merchandising calculations and computer applications in
the planning and control of merchandise budgets for
buying apparel, textiles and interior furnishings.

Michigan State University, HED 362
Promotional Planning Strategy in the Merchandising Environment (3sh)

Human and constructed environments as resources in merchandising promotion. Aesthetics and its effects upon the consumption decisions of individuals and families.

Purdue University, CSR 481
Buying of Merchandise (3sh)
Principles of volume buying applicable to department, chain, specialty, and independent stores.

Purdue University, CSR 409
Promotional Strategies (3sh)
Study of promotional techniques and strategies used by sellers to present a company or its products to target markets. Emphasis placed on planning a promotional campaign.

Oklahoma State University, CTM 4303
Fashion Buying and Management Procedures (3sh)
Successful merchandising of fashion goods. Retail management and supervision responsibilities. Case studies, apparel markets and consumer demand.

Oklahoma State University, CTM 4553
Profitable Merchandising Analysis (3sh)
Relationship analysis of profit and loss statement. Retail mathematical calculations necessary to plan and control merchandising results--open-to-buy, mark-up, mark-down, turn-over, stock-sales ratio.

Oklahoma State University, CTM 4363
Fashion Promotion Media (3sh)
Advertising and other special purpose media used in the promotion of fashion merchandise. Study and application of procedures used in planning, evaluating and directing effective sales promotion activities.

Ohio State University, TC 485
Merchandise Buying (3qh)
The buyer's role in merchandise management and decision making. Planning and control processes; merchandise resources and negotiating; pricing and preparing merchandise for resale.

A8 This course is not recommended or required by a professional society, accrediting authority, law or other external agency

SECTION B. INTERDISCIPLINARY IMPLICATIONS

B1 This course will be taught by one instructor.

- B2 This course will have a required corollary CS 380 Apparel Industry I course in order for students to acquire knowledge of the complete fashion merchandising process. CS 380 expands the first half of the current CS 318 course described in section A2.
- B3 This course approaches merchandising and promotion from the apparel perspective. It does not overlap with any courses at the University.
- B4 Seats in this course will be available for students in the School of Continuing Education.

SECTION C. IMPLEMENTATION

C1. Resources

- a. No new faculty are needed to teach this course. CS 318 has been offered each semester; current proposed courses will be offered: CS 380 - Fall, CS 480 - Spring.
- b. Current space allocations are adequate.
- c. No new equipment is needed to teach this course.
- d. Laboratory supplies are sufficient for this course. Department budget should be sufficient to cover the copying of small quantities of course handouts.
- e. Library holdings should be adequate. However, additional audio-visuals and software would be highly desirable.
- f. Travel funds are not needed to teach this course.

- C2 No grant funds are associated with this course.
- C3 This course will be offered once each year in the Spring semester.
- C4 One section of the course will be offered at a time.
- C5 Forty students will be accommodated in this course.
- C6 No professional society recommends enrollment limits or parameters for this course.
- C7 This course is a requirement in the Fashion Merchandising major. It does not affect the number of free electives available to majors. It does not change the 124-credit program of students in the department.

D. MISCELLANEOUS

See attachments for additional clarification of changes.