

MODULE FAS3140: FASHION RETAILING

Level: Advanced

Theme: Merchandising

Prerequisite: None

Module Description: Students analyze fashion retail terms, operations and trends.

Module Parameters: No specialized equipment or facilities.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none">• describe basic retail terms• describe and compare classifications of fashion retail operations	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">• test consisting of questions on:<ul style="list-style-type: none">– basic retail terms– classification of fashion retail operations. <p><i>Assessment Tool</i> <i>Fashion Retailing: Sample Test, FAS3140–1</i></p> <p><i>Standard</i> <i>50% of questions answered correctly</i></p>	15
<ul style="list-style-type: none">• describe operational store policies and apply this knowledge to evaluate specific fashion retail operations• identify trends in fashion retailing	<ul style="list-style-type: none">• research and report on a minimum of four different types of fashion retail operations in terms of policies and procedures including:<ul style="list-style-type: none">– ambiance– customer service– selling service– promotional activities– credit and collection– security. <p><i>Assessment Tool</i> <i>Research: Fashion Retailing, FAS3140–2</i></p> <p><i>Standard</i> <i>A minimum performance rating of 3 in each applicable area of assessment</i></p>	75

MODULE FAS3140: FASHION RETAILING (continued)

Concept	Specific Learner Expectations	Notes
Elements and Principles	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define basic retail terminology and its application to the fashion industry • compare the following retail operations: <ul style="list-style-type: none"> – department stores – specialty stores – chain organizations – discount stores – electronic/home shopping – factory outlets • describe operational store policies <ul style="list-style-type: none"> – ambiance – customer service – selling services – promotional activities • compare operational store policies of various selected retail operations • describe the importance of location, exterior design and interior layout, in developing a store's image • describe various methods of direct retailing and discuss advantages and disadvantages of each • research present and future trends in fashion retailing. 	<p>Suggestions include mark ups, mark downs, odd-figure pricing, loss leaders, basic stock, odd lots, purchase order.</p>
Portfolio/Career Exploration	<ul style="list-style-type: none"> • produce a portfolio of ongoing work • identify and describe related careers and opportunities. 	<p>Sales clerk, assistant manager/store manager, buyer/assistant buyer, fashion advisor, image consultant.</p>

