

# Syllabus

**Code:** FASH213 **Title:** Buying and Merchandise Math

**Institute:** Business/ Social Science **Department:**  
Fashion/  
Marketing

**Course Description:** Students will study the principles of selection, sources of buying information and the responsibilities of buyers in different types of retail firms. They will analyze fashion trends and consumer motivation and their effect on retail merchandising. They will learn the fundamental tools of the trade, including retail pricing, six-month merchandise plans, open-to-buy, and the retail method of inventory through practical applications.

**Prerequisites:** FASH121

**Corequisites:**

**Prerequisites or Corequisites:** MRKT111

|                   |                       |                          |
|-------------------|-----------------------|--------------------------|
| <b>Credits:</b> 3 | <b>Lecture Hours:</b> | <b>Lab/Studio Hours:</b> |
|                   | 3                     | 0                        |

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**Required Textbook/Materials:** <https://www.bkstr.com/brookdaleccstore/follett-discover-view/booklook?shopBy=discoverViewCourse&bookstoreId=2088&termId=20SP&divisionDisplayName=&departmentDisplayName=FASH&courseDisplayName=213&sectionDisplayName=001YL>

**Additional Time Requirements:**

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

***Students may be required to attend field trips and onsite trips for projects.***

**Course Learning Outcomes:**

Students will be involved in the study of basic retail operations and store management, including consumer behavior, location and site analysis, merchandising practices and policies, and retail advertising.

- Become familiar with the overall responsibilities and duties of the buyer and assistant buyer.
- Recognize and understand the relationships and methods of organizing a department or retail store.
- Understand the various factors that affect and determine retail assortments.
- Understand the concepts and key decision making tools that enable retailing buyers to plan well balanced assortments that will maximize profits.
- Understand the different types of merchandise resources available to retailing buyers, how they are determined, and the importance of good working relationships with vendors.

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## Grading Standard:

Exams 50%

Homework/Assignments 30%

Final Project 20%

|    |        |
|----|--------|
| A  | 93-100 |
| A- | 90-92  |
| B+ | 87-89  |
| B  | 84-86  |
| B- | 80-83  |
| C+ | 76-79  |
| C  | 70-75  |
| D  | 65-69  |
| F  | <65    |

## Course Content:

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| UNITS AT A GLANCE  |    | CHAPTER |
|--|----|---------|
| UNIT TITLE   |    |         |
| <b>1. Understanding the Retail Environment Where Buying Occurs</b> |    |         |
| ▪ Today's Buying Environment                                       |    | 1       |
| ▪ The Buying Function in Retailing                                 |    | 2       |
| ▪ Buying for Different Types of Stores                             | 3  |         |
| <b>2. Getting Ready to Make Buying Decisions</b>                   |    |         |
| ▪ Obtaining Assistance for Making Buying Decisions                 | 4  |         |
| ▪ Understanding Your Customers                                     |    | 5       |
| ▪ Understanding Product Trends: What Customers Buy                 |    | 6       |
| <b>3. Planning and Controlling Merchandise Purchases</b>           |    |         |
| ▪ Forecasting  | 7  |         |
| ▪ Preparing Buying Plans   |    | 8       |
| ▪ Developing Assortment Plans                                      |    | 9       |
| ▪ Controlling Inventories  |    | 10      |
| <b>4. Purchasing and Pricing Merchandise</b>                       |    |         |
| ▪ Selecting Vendors and Building Partnerships                      | 11 |         |
| ▪ Making Market Visits and Negotiating with Vendors                | 12 |         |
| ▪ Locating Sources in Foreign Markets                              |    | 13      |
| ▪ Making the Purchase  |    | 14      |
| ▪ Pricing the Merchandise  |    | 15      |

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## **Department Policies:**

Attendance and Testing Policy: Tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0."

With the instructor's permission, the student will be permitted to take a makeup examination. Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence. Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

## **Additional Attendance and Lateness Policies:**

1. If out for illness or travel, see instructor. You must notify your instructor prior to the missed class. Notifying the instructor does not remove the absence.
2. In the event a student accrues more than 2 absences, a student's final grade will be lowered one grade level. 2 latenesses/leaving early= 1 absence.

***\*See individual instructor addendum for additional information and policies\****

## **College Policies:**

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit [www.brookdalecc.edu/support](http://www.brookdalecc.edu/support).

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

## **NOTIFICATION FOR STUDENTS WITH DISABILITIES:**

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

## **ADDITIONAL SUPPORT/LABS:**

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

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## **MENTAL HEALTH:**

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

*The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.*