I. Catalog Description and Credit Hours of Course:

An overview of the merchandising principles and mathematics needed for retail planning, buying, and selling. (3 credit hours)

II. Prerequisite(s)

MA 123 or an equivalent Mathematics/Accounting course or permission from an instructor

III. Purposes or Objectives of the Course:

A. Acquire a basic knowledge of fashion retail formats.
B. Analyze the retail buyer’s role in timely selection and presentation of available goods to meet consumer demand.
C. Understand and be able to compute a skeletal profit and loss statement.
D. Become familiar with the practices and procedures used in inventory control.
E. Acquire and verbalize the terminology practiced in retailing today.

IV. Student Learning Outcomes:

A. Apply basic mathematical concepts by solving merchandising problems.
B. Prepare a six month business plan for a retail apparel department.
C. Analyze business spreadsheets and predict retail sales.

V. Expectations of Students:

A. Complete reading assignments in textbook.
B. Actively participate in class discussions and activities.
C. Attain a satisfactory level of achievement on four exams.

VI. Course Content or Outline:

A. Formulas and basic principles
   1. Sales and percent change
   2. Percent to total
   3. Sell-thru
   4. Stock-to-sales analysis
   5. Markup and markdowns
B. Managing the business

1. Purchase orders
2. The six-month merchandise plan
3. Profit and loss statements
4. Cooperative advertising

C. Prioritizing and negotiating

1. Buying simulations
2. End-of-season negotiations
3. Monday morning reports

Total hours 45

VII. Textbook(s) and/or Other Required Materials or equipment:


Current fashion publications as assigned.

VIII. Basis for Student Evaluation:

A. Class participation 5%
B. In-class Activities 10%
C. Six-Month Plan 10%
D. Four Unit Examinations 75%

XIII. Academic Policy Statement:

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:

http://www6.semo.edu/judaffairs/code.html

XIV. Student with Disabilities Statement:

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to http://www.semo.edu/ds

XV. Academic Integrity Statement

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be taken to Dr. Shelba Branscum.