

# FM: Fashion Business Management

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## **FM 101 — Survey of Fashion Merchandising**

3 credits; 3 lecture hours

For students not majoring in Business and Technology programs. Explores the interrelationships between the consumer and the primary, secondary, retailing, and auxiliary segments of the fashion industry. Presents the characteristics, merchandising practices, and marketing strategies of fashion businesses.

## **FM 114 — Introduction to the Fashion Industry**

3 credits; 3 lecture hours

This survey covers the history, characteristics, and global interrelationships of all segments of the fashion industry. The course explores how fiber, textile, and apparel producers, retailers, and home furnishings companies merchandise and market their products within the industry and to the ultimate consumer.

## **FM 116 — Fashion Business Practices**

3 credits; 3 lecture hours

A comprehensive introduction to the modern fashion business environment. The structures, finances, management, organization, and ethical responsibilities of fashion enterprises are examined in a global context.

## **FM 117 — Introduction to Fashion Marketing**

3 credits; 3 lecture hours

This course focuses on the integration of fashion marketing concepts, practices, and applications and facilitates the development of a marketing/merchandising plan. Through a case study approach, students analyze opportunities regarding merchandise positioning, brand imagery, targeting, and segmentation of an apparel or other fashion product.

## **FM 144 — Product Knowledge for Merchandising**

3 credits; 3 lecture hours

Familiarizes students with the terminology and characteristics of merchandise of non-textile fashion accessories and home furnishings at all price levels. Enables retail buyers, product developers, and wholesale salespersons to differentiate criteria for price and quality.

## **FM 202 — The Marketing of Menswear**

3 credits; 3 lecture hours

For Menswear students. Analysis of successful marketing practices of menswear manufacturers selling to all types of retail enterprises. Examines demographics, line development, production, and distribution, and interrelationships in the menswear industry.

## **FM 212 — Case Studies In Fashion Marketing**

3 credits; 3 lecture hours

Through the case study method, analyze the decision-making process used to arrive at independent solutions to typical marketing problems. Student analyses and presentations of actual cases are evaluated for weighing of factual data, disciplined thinking, and arrival at rational conclusions. Prerequisite(s): FM 116.

## **FM 213 — Introduction to Direct Marketing**

3 credits; 3 lecture hours

Presents a comprehensive overview of the direct marketing industry, including its various components and career opportunities. Through the use of case studies and/or assignments, students learn strategic planning: how to choose and merchandise a product, pinpoint a target audience, develop marketing tests, and analyze results. Students are also introduced to the various electronic vehicles currently used in this ever-changing industry.

Prerequisite(s): AC 111 and FM 114.

### **FM 222 — Import Buying**

3 credits; 3 lecture hours

Analyzes key factors in developing import programs, distribution of products, market sources, financing, and aspects associated with apparel and other imported products. The impact of imports on domestic apparel businesses is examined.

Prerequisite(s): FM 224.

### **FM 223 — Creative Fashion Presentations**

3 credits; 3 lecture hours

Students prepare and present fashion information through clinics, shows, and written communiques. They learn how to research, analyze, and forecast fashion trends. Awareness of career opportunities in the fashion industries is fostered.

Prerequisite(s): AC 111 and FM 114.

### **FM 224 — Merchandising Math Applications**

3 credits; 3 lecture hours

Students develop an understanding of the merchandising concepts and calculations necessary for interpreting and responding to financial planning and control reports of the merchandising and store operational teams. Among such reports are sales analyses, maintained markup reports, gross margin, and seasonal plans.

Prerequisite(s): Passing grade on FMM math placement test or MA 001 or MA 002 or MA 005.

### **FM 225 — Fashion Merchandising**

3 credits; 3 lecture hours

This course provides a comprehensive look at the merchandising environment, including the functions and objectives of the merchandising team and the principles and techniques of today's buyers, planners, product developers, and account executives. Students work in teams on simulated merchandising projects to execute a seasonal plan.

Prerequisite(s): (Arithmetic Proficiency) and FM 224.

### **FM 226 — International Buying and Marketing**

3 credits; 3 lecture hours

Students, under faculty supervision, visit principal European cities to study the factors involved in fashion marketing and the international customer's attitudes about fashion. Discussions involve methods, practices, and reasons for importation and exportation. Students are expected to complete written assignments. Approximately three weeks in June.

Prerequisite(s): Approval of instructor.

### **FM 228 — The Business of Fashion Styling**

3 credits; 3 lecture hours

In the course, students explore the role of a fashion stylist as it applies to the field of merchandising. They learn about career opportunities in fashion styling and wardrobe consulting. The business requirements and entrepreneurial opportunities in the field of fashion styling are explored.

### **FM 231 — Strategies of Selling**

3 credits; 3 lecture hours

Principles of personal selling techniques, presentation skills, the art of persuasion, negotiating, and account building in the wholesale markets are developed through lectures and workshops.

### **FM 244 — Product Development**

3 credits; 3 lecture hours

Introduces the concepts and methods by which retailers create special, store-branded merchandise for targeted customer segments. The process of product development, from research to production to distribution, is studied.

Prerequisite(s): TS 111.

### **FM 245 — Fashion Forecasting for Merchandisers**

3 credits; 3 lecture hours

Students explore and apply various forecast research methods in preparation for developing, planning, purchasing, or merchandising apparel lines and collections. Using the case study method, trend research is evaluated through the use of scholarly texts, articles, databases, and relevant websites to identify opportunities for growth and profitability in a fashion business.

Prerequisite(s): FM 117.

### **FM 251 — Small Store Fashion Retailing**

3 credits; 3 lecture hours

Enables students to understand the procedures of organizing a small fashion retail enterprise and to become aware of the decision-making inherent in successful small-store merchandising. Students develop a model for a small fashion retail store.

Prerequisite(s): FM 224.

### **FM 262 — Contemporary Retail Management**

3 credits; 3 lecture hours

Students study all operational segments of the fashion industry and describe the functions of each. Contributions employees add to sales productivity and customer satisfaction in retail establishments are studied. New technologies are researched and the impact on consumers' shopping experiences explored.

Prerequisite(s): FM 114.

### **FM 268 — Team Development Workshop**

2.5 credits

Through individual and team role-playing and workshop activities, students learn the management skills needed in the international workplace. Communications skills, teamwork, and process management are stressed.

### **FM 301 — Fashion Merchandising for Apparel Designers**

3 credits; 3 lecture hours

For baccalaureate-level Fashion Design students. Examines the merchandising concepts vital to successful business practices in the fashion industry. Issues contributing to the relationships and profitability of manufacturing and retailing are stressed.

### **FM 302 — Merchandising for Technical Design**

2 credits; 2 lecture hours

Students develop an understanding of apparel merchandising within the product development process, including the role of the merchant, and the interrelationships among technical design, merchandising, production, creative design, and sales.

### **FM 321 — Workshop in Apparel Merchandising**

3 credits; 3 lecture hours

Hands-on workshops simulate the activities of a fashion merchandiser in overseeing the research, development, and presentation of a line for an apparel manufacturer. Emphasizes handling key accounts and the merchandiser's relationship with design, production, and sales staff.

Prerequisite(s): FM 244.

### **FM 322 — Fashion Inventory Management**

3 credits; 2 lecture and 2 lab hours

In computer simulations, students make decisions involving inventory models, inventory replenishment, and seasonal and long-term merchandising strategies. Students learn to manage a business by developing seasonal financial plans, creating store plans, and balancing multi-store inventories.

Prerequisite(s): MG 306 for Fashion Merchandising Management students; MG 132, MG 153, and (MG 251 or MG 253) for Production Management students.

### **FM 324 — Business of Licensing**

3 credits; 3 lecture hours

Students examine the business aspects of licensing as they apply to the fashion industry, from licensing assignments through the merchandising approval process. Appropriate skills for negotiating and planning licensed product lines are developed. Business and career opportunities with manufacturers, retailers, product developers, and designers of licensed fashion merchandise are explored.

### **FM 325 — Financial Assortment and Planning**

3 credits; 2 lecture and 2 lab hours

Students learn financial and merchandise assortment planning using the Arthur Planning software. The course defines the buyer's duties within a retail organization and teaches students how to develop a financial plan.

### **FM 326 — Sustainability in Fashion Merchandising**

3 credits; 3 lecture hours

Using the case study method and primary research, this course enhances student knowledge of sustainability issues. Attention is also paid to the fiscal implications of implementing sustainability initiatives, illustrating that sustainability and profit are not mutually exclusive.

Prerequisite(s): FM 361.

### **FM 327 — Case Studies in Fashion Merchandising**

3 credits; 3 lecture hours

This course examines the merchandising objectives of the fashion industry through the use of the case study method. Students participate in the hands-on strategic development of a merchandising season utilizing industry methodology. Further insight comes from industry interaction with merchandising executives.

### **FM 328 — Merchandising for Omni Retailing**

3 credits; 3 lecture hours

This course covers omni-channel retailing, which is rapidly gaining momentum in the industry as consumers gain control of the shopping experience and demand to shop everywhere and in every way. The course looks at how e-commerce and social commerce, as well as mobile devices and tablets, are revolutionizing the role of the brick-and-mortar store to create a seamless shopping experience.

Prerequisite(s): FM 224 and FM 225.

### **FM 341 — Computer-Aided Product Development I**

3 credits; 2 lecture and 2 lab hours

This course examines how technology is used to create, merchandise, and communicate during each phase of the product development process. It focuses on the creative phases of product development, including trend research; sourcing for color, silhouette, and patterns; and assortment planning.

Prerequisite(s): FM 244 and MG 153.

### **FM 361 — Leadership Development for Retailing**

3 credits; 3 lecture hours

A comprehensive study of the role of the manager in today's retail climate. Students learn the effect of an organization's culture on the management process and how it is viewed from a global perspective. Decision-making, planning, structure, leadership, and defining control are also studied.

### **FM 362 — Dynamics of Store Operations Management**

3 credits; 3 lecture hours

This course identifies the divisions of retail management from the store operations perspective. Specific areas of operations management are analyzed. Students compare and contrast management practices among retailers using skills gained from roundtable discussions with industry executives and field trips.

Prerequisite(s): FM 361.

### **FM 363 — Corporate Social Responsibility**

3 credits; 3 lecture hours

Using case studies, students gain an understanding of the importance of corporate ethics and of the ethical challenges faced by retailers, marketers, and manufacturers in the United States. Also addressed are the ways a company manages its retail business processes to produce a positive impact on society, and how it integrates social, ethical, and environmental concerns with retail profit objectives.

Prerequisite(s): FM 361.

### **FM 422 — Merchandising Strategies**

3 credits; 3 lecture hours

This is the capstone course for B.S. degree students, which integrates the skills and knowledge acquired in previous FM and related courses. Working in teams, students research financial, merchandising and competitive data and combine with information provided by executives from various retail organizations. Students articulate merchandising strategies in a final presentation.

Prerequisite(s): FM 325 and (MA 311, or MA 321, or MA 331).

### **FM 423 — Fashion Planning and Allocation**

3 credits; 2 lecture and 2 lab hours

Students assume the role of fashion merchandise planner/allocation for a multi-unit chain store. Using computer technology, they extract data from the system, analyze data for future planning and allocation, and manage inventory levels, sales, and turns.

Prerequisite(s): FM 322.

### **FM 424 — Global Merchandising**

3 credits; 3 lecture hours

This course explores the multiple merchandising practices used around the world in fashion apparel companies--both retail and wholesale. American merchandising theory is used as a base of comparison in the consideration of various religions, cultures, legal systems, and other global systems.

Prerequisite(s): FM 361.

### **FM 431 — Sales Management**

3 credits; 3 lecture hours

This course includes the formulation of strategic sales programs for manufactured products and services. Students implement sales programs and evaluate control of the organization's sales activities. The course blends dynamic processes composed of interrelated sections, all geared to reach the sales objectives.

### **FM 441 — Computer-Aided Product Development II**

3 credits; 2 lecture and 2 lab hours

This course applies web-based content and computer applications during product development. Students implement assembly and diagram details, specifications, cost sheets, etc., based on the creative content from FM 341.

Prerequisite(s): FM 341 and MG 306.

**FM 462 — Retail Management Strategies**

3 credits; 3 lecture hours

This is the capstone course for the Retail Management Certificate Program and is intended to develop the critical thinking skills and abilities needed to enter executive-level positions in retail management. The course focuses on the analytical skills and industry specifications required in evaluating a business.

Prerequisite(s): FM 327 and FM 362.

**FM 491 — Summer Internship: Fashion Merchandising in London**

4 credits

A summer internship in a London-based merchandising company. Includes three 3-hour classes based at FIT prior to departure, as well as three seminars in London. Completion of a daily journal, oral presentation, and written report are required. Applications must be submitted in the fall semester prior to acceptance into the program. A minimum of 120 hours from the end of May through June.

Prerequisite(s): approval of instructor.

**FM 492 — International Product Development Practicum**

4 credits; 4 lecture hours

In this course students apply principles learned in FM 244 to an international work experience in collaboration with an industry sponsor. They simulate the development and sourcing of a product in overseas factories. Offered in summer and winter only.

Prerequisite(s): FM 244.

**FM 499 — Independent Study in Fashion Merchandising Management**

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson, and dean for Business and Technology.