

SAN DIEGO COMMUNITY COLLEGE DISTRICT  
CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

CLTX 671

**COURSE TITLE**

FASHION RETAIL BASICS

**TYPE COURSE**

NON FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course prepares students for entry-level employment in the fashion retail industry. Topics include sales techniques and customer service, types of fashion retailers, product identification and consumer behavior. Students will learn the importance of soft skills in the work environment, the characteristics of a successful sales associate and national retail certification opportunities. (FT)

**LECTURE/LABORATORY HOURS**

90

**ADVISORIES**

Completion of Introduction to Fashion Industry or entry level experience in the fashion retail industry.

**RECOMMENDED SKILL LEVEL**

Eighth grade reading level, ability to communicate effectively in the English language and knowledge of general math.

**INSTITUTIONAL STUDENT LEARNING OUTCOMES**

1. Social Responsibility  
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCE students demonstrate effective communication skills.
3. Critical Thinking  
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

## INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

### 4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

## COURSE GOALS

1. Develop an understanding of fashion retailers including entrepreneurship.
2. Obtain skills in product identification.
3. Understand the demographics and behavior of the consumer.
4. Develop sales and customer service skills for fashion retail.
5. Understand soft skills and their importance in the workplace.
6. Identify national retail certification opportunities.

## COURSE OBJECTIVES

1. Compare and explain on-site, off-site and entrepreneurial retailers.
2. Explain the global impact of fashion retailing.
3. Identify and name fashion products.
4. Examine and explain current fashion trend resources for consumer impact.
5. Analyze and explain consumer demographics and behavior.
6. Create sales presentations using appropriate sales techniques.
7. Identify customer service issues.
8. Describe soft skills and their application in the workplace.
9. Describe and explain national retail certification opportunities.

## SECTION II

### COURSE CONTENT AND SCOPE

#### 1. Fashion Retailers

- 1.1. On-site retailing (brick and mortar)
  - 1.1.1. Fashion specialty stores
  - 1.1.2. Department stores
  - 1.1.3. Couture and designer fashion boutiques
  - 1.1.4. Off-price merchants
  - 1.1.5. Department store clearance outlets
  - 1.1.6. Warehouse clubs
  - 1.1.7. Discount operations
  - 1.1.8. Franchises
  - 1.1.9. Pop-up shops
- 1.2. Off-site retailing
  - 1.2.1. Omni channel
  - 1.2.2. Catalogs
  - 1.2.3. E-tailing
  - 1.2.4. Social networking

## COURSE CONTENT AND SCOPE (CONTINUED)

- 1.2.5. Email
- 1.2.6. Television shopping network
- 1.3. Fashion entrepreneurship
  - 1.3.1. Pop-up retailing
- 1.4. Today's trends in on-site and off-site retailing
- 2. Global Impact of Fashion Retailing
- 3. Product Identification
  - 3.1. Women's wear
  - 3.2. Men's wear
  - 3.3. Children's wear
  - 3.4. Accessories
  - 3.5. Innerwear
  - 3.6. Active wear
  - 3.7. Home
- 4. Following Fashion Trends
  - 4.1. Trend resources – Women's Wear Daily
- 5. The Consumer
  - 5.1. Demographics
    - 5.1.1. Population
    - 5.1.2. Age
    - 5.1.3. Occupation
    - 5.1.4. Family life cycle
    - 5.1.5. Geographic concentration
    - 5.1.6. Education
    - 5.1.7. Income/social class
  - 5.2. Behavior
    - 5.2.1. Psychographics
      - 5.2.1.1. Personality
      - 5.2.1.2. Lifestyle
      - 5.2.1.3. Ethnicity
      - 5.2.1.4. Attitudes
      - 5.2.1.5. Interests
      - 5.2.1.6. Opinions
    - 5.2.2. Buying Motives
      - 5.2.2.1. Emotional motives
      - 5.2.2.2. Rational motives
    - 5.2.3. Buying habits
- 6. Servicing the Fashion Shopper
  - 6.1. Personal Selling
    - 6.1.1. The role of the fashion salesperson
      - 6.1.1.1. Selling the product
      - 6.1.1.2. Providing the service "extras"
      - 6.1.1.3. Promoting the store's image
      - 6.1.1.4. Acting as intermediaries between the customer and the buyer

## COURSE CONTENT AND SCOPE (CONTINUED)

- 6.1.2. Characteristics of the successful associate
  - 6.1.2.1. Appropriate appearance
  - 6.1.2.2. Communication excellence
  - 6.1.2.3. Product, company and consumer knowledge
  - 6.1.2.4. Company loyalty
- 6.1.3. Sales and customer service
  - 6.1.3.1. Approaching the customer and determining needs
  - 6.1.3.2. Describing merchandise, explaining use, operation and care of merchandise to customers
  - 6.1.3.3. Recommending, selecting, and locating merchandise based on customer needs and desires
  - 6.1.3.4. Overcoming objections
  - 6.1.3.5. Closing the sale
  - 6.1.3.6. Sales policies and procedures
  - 6.1.3.7. Knowledge of current sales and promotions, policies regarding payment and exchanges and security practices
  - 6.1.3.8. Preparing merchandise for purchase
  - 6.1.3.9. Security and preventing theft
  - 6.1.3.10. Inventory stock and requisition new stock
- 6.1.4. Selling on the internet
- 6.1.5. Catalog selling
- 6.1.6. Ethics
- 6.2. Soft skills in the workplace
  - 6.2.1. Definition of soft skills
  - 6.2.2. Examples of soft skills
    - 6.2.2.1. Communication skills
    - 6.2.2.2. Conflict resolution skills
    - 6.2.2.3. Customer service
    - 6.2.2.4. Problem solving
  - 6.2.3. Importance of soft skills in the workplace
  - 6.2.4. Soft skill development
- 6.3. National Retail Certification options
  - 6.3.1. National Retail Federation
    - 6.3.1.1. Customer service and sales certification assessment and standards
      - 6.3.1.1.1. Learning about products
      - 6.3.1.1.2. Assessing customer needs
      - 6.3.1.1.3. Educating the customer
      - 6.3.1.1.4. Meeting customer needs and providing ongoing support
  - 6.3.2. Additional certification options

## APPROPRIATE READINGS

Students may be given reading assignments from the course textbook, informational handouts, trade publications and internet articles.

## WRITING ASSIGNMENTS

Appropriate writing assignments may include, but are not limited to: maintaining a portfolio of class assignments, research projects, reflective writing assignments and developing interview questions.

## OUTSIDE ASSIGNMENTS

Outside assignments may include, but are not limited to: internet research, articles, studying as needed to perform successfully in class, interviews, retail business evaluations and a portfolio.

## APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments that demonstrate critical thinking may include, but are not limited to: Research, prepare and present a sales presentation.

## EVALUATION

A student's grade will be based on multiple measures of performance related to the course objectives. The assessment will measure development of independent critical thinking skills and content knowledge. Multiple measures may include, but are not limited to the following: written assessments, completion of assigned projects, class participation, group activities, portfolio, and attendance.

## METHOD OF INSTRUCTION

Methods of instruction will include, but are not limited to: lecture, laboratory, audio-visual presentations, field trips, guest speakers, group and individual instruction, and job shadowing may also be utilized. This course, or sections of this course, may be offered through distance education.

## TEXTS AND SUPPLIES

*Fashion Retailing*, Jay Diamond/Ellen Diamond/Sheri Diamond LITT, Bloomsbury Publishing, current edition

*In Fashion*, Elaine Stone, Bloomsbury Publishing, current edition

*The Fashion Industry and Its Careers*, Michele Granger, Bloomsbury Publishing, current edition

*The Real World Guide to Fashion Selling & Management*, Gerald Sherman/Sar Perlman, Fairchild Publications, current edition

*The World of Fashion*, Jay Diamond/Ellen Diamond, Fairchild Publications, current edition

Periodicals

Women's Wear Daily

PREPARED BY: Donna Namdar and Tammie Pontsler DATE: September, 2016

DATA REVISED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100  
California Community Colleges, Title 5, Section 55002  
Continuing Education Catalog