

Fashion Retailing

DIPLOMA — 48 CREDITS

QUARTERS 1-2

PROGRAM FOCUS

FRM110
Introduction to Retail

FRM121
Fashion History II

FRM130
Textiles

FRM210
Sales and Event Promotion

FRM211
Apparel Evaluation and Construction

FRM223
Visual Merchandising

RS100
Fundamentals of Business

RS321
Fundamentals of Marketing

QUARTERS 3-4

FRM220
Elements of Retail Operations and Technology

FRM225
Consumer Behavior

FRM230
Merchandise Management

FRM235
Brand Marketing

FRM310
Introduction to Manufacturing

FRM320
Trends and Concepts in Apparel

RS326
Sales Management

RS345
Fundamentals of Advertising

GENERAL EDUCATION

START DATE _____

LENGTH OF QUARTER _____

BREAKS BETWEEN QUARTERS _____

APPROX. HOURS IN CLASS PER WEEK _____

APPROX. HOURS OUTSIDE OF CLASS—HOMEWORK _____

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

Course descriptions for elective and general education courses can be referenced in the catalog.

STUDENT CONSUMER INFORMATION:

<https://www.artinstitutes.edu/austin/student-consumer-information>

This is a sample schedule only. Schedule subject to change without notice at the discretion of the school.

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Fashion Retailing (D)

COURSE DESCRIPTIONS

FRM110

INTRODUCTION TO RETAIL

Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers and their combinations, and direct marketers. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization, and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed.

Prerequisite: None

Credits: 3

FRM121

FASHION HISTORY II

Students study evolution of garments and accessories from the French Revolution to the present.

Prerequisite: None

Credits: 3

FRM130

TEXTILES

Explores the nature of man-made and natural fibers, their product uses, and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic application, and ordering specifications.

Prerequisite: None

Credits: 3

FRM210

SALES AND EVENT PROMOTION

This course is a workshop in which students design and prepare a sales and promotion package. The instructor acts as a facilitator and guide to ensure that upon completion of this course, students will have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales.

Prerequisite: None

Credits: 3

FRM211

APPAREL EVALUATION AND CONSTRUCTION

This course is designed for fashion marketing students to evaluate the equation between quality and cost in garments. Students will be able to identify and analyze quality of trims, fabrics, and construction in relationship to price point. Included will be women's sportswear, children's wear, and men's wear in a range of price points from high end to discount.

Prerequisite: None

Credits: 3

FRM220

ELEMENTS OF RETAIL OPERATIONS AND TECHNOLOGY

The course develops the student's understanding of operational objectives in a retail structure. An emphasis will be placed on planning, control, profitability, and staffing in a retail environment. The use of technology in the industry and the responsibilities of retail executives will be examined as well. Also career opportunities and ethical behavior of those individuals who choose to enter the retail arena will be discussed. Articles pertaining to current issues (found in trade publications and newspapers) will be reviewed and discussed in order to understand methods that have been created to expedite and increase profitability for the retailer.

Prerequisite: FRM210 Sales and Event Promotion

Credits: 3

FRM223

VISUAL MERCHANDISING

Students learn the importance of eye appeal and consumer buying habits. Students create their own displays using the latest principles and techniques in the visual organization of merchandise.

Prerequisite: None

Credits: 3

FRM225

CONSUMER BEHAVIOR

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices.

Prerequisite: None

Credits: 3

FRM230

MERCHANDISE MANAGEMENT

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore the Private Label and Brand Name businesses, develop customer profiles and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats.

Prerequisite: FRM211 Apparel

Evaluation and Construction

Credits: 3

FRM235

BRAND MARKETING

Branding became a buzzword in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales.

This course is an introduction to the essential concepts and skills of brand marketing.

Prerequisite: None

Credits: 3

FRM310

INTRODUCTION TO MANUFACTURING

Overview of the fashion industries, including the terminology of fashion and an explanation of the three levels of the industry: design, production and sales. Careers and the organization, structure, and problems of the garment industry are studied.

Prerequisite: None

Credits: 3

FRM320

TRENDS AND CONCEPTS IN APPAREL

The course is a comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society.

Prerequisite: FRM211 Apparel Evaluation and Construction or FD211 Fundamentals of Construction

Credits: 3

RS100

FUNDAMENTALS OF BUSINESS

In this course, students are introduced to the fundamentals of business. Topics of learning include forms of business ownership, starting a business, developing a business plan, business management principles and strategies, and marketing and promotion strategies for a business.

Prerequisite: None

Credits: 3

Course descriptions describe the learning opportunities that are provided through the classroom and coursework. It is each student's responsibility to participate in the activities that will lead to successfully meeting the learning outcomes.

RS321

FUNDAMENTALS OF MARKETING

This course addresses the fundamental principles of marketing and marketing research. Students will learn the importance and key components of a marketing plan. Knowledge and practical application of the marketing research process are also a focus of this course. Data sources, sampling procedures, questionnaire design, data collection, and analysis will be covered.

Prerequisite: None

Credits: 3

RS326

SALES MANAGEMENT

An exploration of the steps involved in selling a product or service. Studies focus on the essential skills and knowledge necessary to affect a sale, as well as methods by which the sales pitch can be focused to solve customer problems.

Prerequisite: None

Credits: 3

RS345

FUNDAMENTALS OF ADVERTISING

This course is a basic introduction to advertising, its history, potential, and limitations. Students will examine various definitions of advertising and different methods of communication, as well as the advertising spiral, objectives, copy, and federal regulations. Changes in advertising over the years and the effects produced by culture, major events, trends, and influences will also be examined.

Prerequisite: None

Credits: 3