MASTER SYLLABUS

COURSE NO., HOURS, AND TITLE:   FDM 281-3
                                  Fashion Promotional Strategies I

COURSE DESCRIPTION:

The study of promotional techniques unique to the fashion industry. Emphasis is placed on
tools used at the point-of-sale to sell merchandise to the final consumer. Promotional
methods to include: sales floor layouts and design, personal selling and specialized customer
services department. Lab fee: $20. Prerequisite: Major in Fashion Design and Merchandising or
consent of department chair.

PREREQUISITE TO:       FDM 282

COURSE OBJECTIVES:

Upon completion of this course, the student should be able to:

1. Understand how market levels of the fashion industry affect store layouts, merchandising
techniques, personal selling and customer service.

2. Merchandise floors to meet profit objectives.

3. Merchandise product according to different retail formats.

4. Determine the most effective use of accent display work to enhance sales floor product
merchandising arrangements.

5. Understand the methods, differences, and management of sales floor plans for optimum
performance in product presentation, personal sales and customer service.

TOPICAL OUTLINE:

<table>
<thead>
<tr>
<th>Topics</th>
<th>Percentages of Time</th>
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<tbody>
<tr>
<td>I. Overview of Visual Merchandising</td>
<td>25%</td>
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<tr>
<td>A. Career opportunities, basic work responsibilities</td>
<td></td>
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<tr>
<td>B. Core floorset design strategies, sales per sq. ft. requirements</td>
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<tr>
<td>II. Floor Merchandising Techniques Per Product Category</td>
<td>39%</td>
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<tr>
<td>A. Techniques and fixture requirements for softlines and hardlines</td>
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<tr>
<td>III. Personal Selling and Customer Service Layouts</td>
<td>16%</td>
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A. Space requirements for point-of-sale terminals and Sales staff, stockrooms

IV. Technical Support 20%

A. Mannequins, lighting, props, advertising calendars, purchasing fixtures

TEXTBOOKS:

Required: