

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	MERCHANDISING	<b>COURSE CODE:</b>	FASH240
<b>PREREQUISITES:</b>		<b>SEMESTER:</b>	SPRING 2017
<b>INSTRUCTOR:</b>	Silvère Kembakou	<b>CREDITS:</b>	3
<b>EMAIL:</b>	silverepartners@gmail.com	<b>SCHEDULE:</b>	Tuesdays 8h30-11h30

### COURSE DESCRIPTION:

Merchandising is a key function for a fashion or luxury business as it allows to plan and manage the right products for customers and to maximize profit for the company.

### COURSE OBJECTIVES:

To teach students the merchandising principles in terms of planning budget, sales and stock and analyzing sales to improve the performances of fashion and luxury products.

**Presence in class is mandatory. More than 2 absences will lead to a failing grade.**

### EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- to plan sales targets and the required amount of stock to reach these targets
- to plan and manage a seasonal budget
- to define prices, profit and margins
- to achieve sales analyze and plan action upon that

### MANDATORY TEXTBOOK:

No mandatory text books. Professor will provide materials for each course.

### EVALUATIONS:

The final grade will be determined as follows:

20% - Planning and Prices: individual assignment

30% - End of season table to complete and to analyze: individual assignment

40% - The Merchandising Project: teams of 4 students to create their fashion/luxury brand and manage their budget, stock and sales over one year.

10% - Class Participation and Engagement

**COURSE SCHEDULE:**

<b>Dates</b>	<b>Session Content</b>
Session 1: 7-Feb	Introduction to Merchandising
Session 2: 14-Feb	Planning Principles (from history)
Session 3: 21-Feb	Merchandising Technical Terms & Pricing
Session 4: 28-Feb	<b>Assignment 1 (1h)</b> - Key performance indicators
Session 5: 07-mars	End of season Analysis Exercise
Session 6: 14-mars	Business sales analysis
Session 7: 28-mars	<b>Assignment 2 (2h)</b> - Instructions for the Merchandising Project - Planning from scratch principles
Session 8: 4-Apr	Season and collection Planning from scratch exercise
Session 9: 11-Apr	Merchandising Project Workshop: Collection Planning
Session 10: 18-Apr	Merchandising Project Workshop: Unit Sales for End of Season Analysis
Session 11: 25-Apr	Merchandising Project Workshop: Year 2 Planning after season analysis
Session 12: 2-May	<b>Assignment 3 (3h)</b> Merchandising Project Presentation (20 min / group)