

**The University of North Carolina at Greensboro  
The Bryan School of Business and Economics  
Department of Consumer, Apparel, and Retail Studies**

**<sup>1</sup>RCS 460/560: Advanced Retail Buying and Merchandising (3 Credits, Online Course)  
Fall 2019**

**INSTRUCTOR**

Dr. Jin Su

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Office Phone: 336-256-0290  
Office Hours: Monday & Friday:12:00 – 1:00pm  
Or by appointment

**PREREQUISITES**

For undergraduates: Grade of C (2.0) or better in RCS 361  
For graduates: Instructor's approval

**COURSE DESCRIPTION**

Advancing the strategies of inventory acquisition and control. Application of retail math to excel spreadsheets in planning the assortment plan, six-month merchandise plan, and model stock plans.

In this course, we will focus on those elements that contribute to the firm's decisions about the merchandise it buys and sells, and the performance of the merchandise. We will investigate and discuss the role and responsibilities of apparel/textile product merchandisers in retail operations in addition to fundamentals of merchandise mathematics and application of computer technology.

**REQUIRED TEXT**

Clodfelter, R. (2015 or 2018). *Retail buying* (5<sup>th</sup> or 6<sup>th</sup> ed.). New York: Fairchild Books.

CARS Student Handbook

Additional teaching materials (readings, lecture notes, etc.) will be made available through Canvas

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<sup>1</sup> Please note: This is an online course. It is important that you check the course website regularly for any new course information. You are responsible for any information posted on Canvas.

## **OPTIONAL TEXT**

Tepper, B. K., & Greene, M. (2016). *Mathematics for retail buying* (8<sup>th</sup> ed.). New York: Fairchild Books.

The book of retail math class would be helpful as a reference.

## **OTHER MATERIALS**

Regular display or scientific calculator, worksheets, USB Stick, and Laptop computer (if you have one)

## **STUDENT LEARNING OUTCOMES**

At the end of this course, both *undergraduate and graduate students* should be able to:

- Apply basic principles of merchandising theory to manage and control inventory in an apparel and textiles context.
- Calculate figures employed within the retail environment for profit maximization.
- Predict future sales figures for apparel and textiles merchandise by examining current trends and previous sales figures.
- Develop and analyze a simulated retail merchandising plan for an apparel and textiles company.
- Utilize computer software to obtain key information and prepare useful reports concerning inventory management.

At the end of this course, *graduate students* should be able to:

- Evaluate and critique an apparel and textiles company's merchandising strategy.
- Prepare and present a revised retail merchandising plan for an apparel and textiles company.

## **TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES**

This course will be a combination of online lectures, homework assignments involving problem-solving and the use of computer software, and a financial assignment involving critical thinking skills, problem solving skills, and computer software skills.

Online lectures will be used to introduce key concepts and to provide information from the outside readings. Homework assignments and the financial assignment will be used to master analysis skills and to gain experience using the computer software.

Graduate students enrolled in the course will also be expected to complete one additional assignment, which is a written analysis and revision of an apparel and textiles company's merchandising strategy.

## **TECHNOLOGY APPLICATIONS AND GLOBAL PERSPECTIVES**

There would be some coverage of technological advances and global perspectives relating to retail buying and merchandising in the course.

## EVALUATIONS AND GRADING

All students will be graded on 1) the midterm and final examinations; 2) completion and submission of the homework assignments; and 3) completion and submission of the financial assignment.

Graduate students' grades will also be based on completion and submission of the written analysis and revision of merchandising strategy project.

More specific evaluative criteria for each element will be posted on Canvas.

The letter grade breakdown for **undergraduate students** is shown below:

A = 100 – 93%	B+ = 89 – 87%	C+ = 79 – 77%	D+ = 69 – 67%	F = Below 60%
A- = 92 – 90%	B = 86 – 83%	C = 76 – 73%	D = 66 – 63%	
	B- = 82 – 80%	C- = 72 – 70%	D- = 62 – 60%	

The letter grade breakdown for **graduate students** is shown below:

A = 100 – 93%	B+ = 89 – 87%	C+ = 79 – 77%	F = Below 70%
A- = 92 – 90%	B = 86 – 83%	C = 76 – 70%	
	B- = 82 – 80%		

## COURSE REQUIREMENTS AND EVALUATIONS

	Undergraduate	Graduate
1. Examinations	50%	35%
2. Homework assignments	25%	25%
3. Financial assignments	25%	20%
4. <i>Written analysis and revision of merchandise strategy (Graduate students only)</i>		20%
<b>Total</b>	<b>100%</b>	<b>100%</b>

**Examinations (50% for undergraduates; 35% for graduates)**

There will be one midterm and one final examination. The exam questions will be based upon class lectures, the text, class discussion, assignments, and other materials covered in

class. The exam will consist of multiple choice and essay questions, as well as problem-solving questions. The final exam will be completed online during the final examination week.

### **Homework Assignments (25% for both undergraduates and graduates)**

There will be several assignments to complete during the semester. Assignments include, but are not limited to, problem-solving activities and written responses to questions. These assignments will be completed as you work through the corresponding chapters online. They will be due at the time that you complete the chapter module by the due date listed on the syllabus. They will focus on the key concepts introduced in each chapter.

### **Financial Assignments (25% for undergraduates; 20% for graduates)**

The financial assignment will consist of a six-month merchandise plan for a simulated apparel and textiles company. Students will plan a fashion category for the upcoming season for a retail store. They will determine initial allocation quantities to order for the store location through analysis of historical data. The six-month merchandise plan will be completed by students on their own time, and it will be due as indicated on the syllabus.

### **Written Analysis and Revision of Merchandising Strategy (Graduate Students only: 20%)**

Graduate students enrolled in the course will complete one additional assignment. For this assignment, graduate students will be given information provided by a local apparel retailer concerning the company's merchandising strategy. The graduate students will analyze and critique the strategy currently being employed by the retailer, and will then make suggestions and revise the strategy for the retailer. The students will be required to write a paper that will be presented to the instructor. The project will be completed on the students' own time, and it will be due as indicated on the syllabus.

## **ATTENDANCE POLICY**

Students are expected to complete all modules in a timely fashion. Attendance in the modules will be recorded via completion and submission of the homework assignments which are embedded in the modules.

### **Incomplete (for entire course)**

Grades of incomplete will only be given to those students who have participated fully in the majority of the class and are under extenuating circumstances of which the instructor must be notified and provided adequate documentation of the excuse. An option to receive an incomplete will be at the discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be performed and an according timetable for completion must be submitted.

## **ACADEMIC INTEGRITY**

Students will be expected to do his/her own original work for exams and assignments. Students are responsible for familiarizing themselves with the UNCG policy on issues such as cheating, plagiarism, misuse of academic resources, falsification and facilitation of dishonest conduct. Procedures and penalties related to these and other violations of the Academic Honor Policy are found in the undergraduate bulletin as well as via the following web site: <http://academicintegrity.uncg.edu/>. Any violation of the Honor Policy may result in failure of the assignment and subsequently the entire course. Therefore, **DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE** by participating in, or facilitating, any act of academic dishonesty.

## **ACADEMIC ACCOMMODATIONS**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

## **HEALTH AND WELLNESS**

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

## **CARS Department Statement on Student Conduct and Complaint Behavior**

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

## RCS 560: Advanced Retail Buying and Merchandising (3 Credits, Online Course)

### Course Topics and Tentative Course Schedule for Fall 2019

Please note:

- This is an online course. It is important that you check the course website regularly for any new course information.
- You are responsible for any information posted on Canvas.

Week	Date	Topics and Assignments	Activities
1	Aug. 20-25	Ch1 Today's Buying Environment Ch2 The Buying Function in Retailing	
2	Aug.26 – Sept. 1	Ch3 Buying for Different Types of Stores Ch4 Obtaining Assistance for Making Buying Decision	Assignment# 1 Due (Sunday Sept 1 before midnight)
3	Sept. 2-8	Ch5 Understanding Your Customers Ch6 Understanding Product trends: What Customers Buy	
4	Sept. 9-15	Ch11 Selecting Vendors and building Partnerships Ch12 Making Market Visits and Negotiating with Vendors	Assignment # 2 Due (Wednesday Sept 11 before midnight)
5	Sept. 16-22	Ch13 Locating Sources in Foreign Markets Ch14 Making the Purchase	Assignment# 3 Due (Sunday Sept 22 before midnight)
6	Sept. 23-29	Ch15 Pricing the Merchandise Ch16 Promoting the Merchandise	Assignment# 4 Due (Sunday Sept 29 before midnight)
7	Sept.30 – Oct. 6	<b>Midterm Examination (Ch1-Ch6, Ch11-Ch16)</b>	
8	Oct. 7-13	Ch7 Forecasting  Profit & Loss Statements	<b>Midterm Examination (Ch1-Ch6, Ch11-Ch16) Due Wednesday, Oct. 9 before midnight</b>
9	Oct. 14-20	Profit & Loss Statements	Assignment # 5 Due (Sunday Oct 20 before midnight)

<b>Week</b>	<b>Date</b>	<b>Topics and Assignments</b>	<b>Activities</b>
10	Oct. 21-27	Markup and Inventory Control Parts 1-2 Markup and Inventory Control Part 3	Assignment # 6 Due (Sunday Oct 27 before midnight)
11	Oct. 28 – Nov. 3	The Six-Month Merchandise Plan Parts 1-2	Assignment # 7 Part I Due (Sunday Nov 3 before midnight)
12	Nov. 4-10	The Six-Month Merchandise Plan Part 3 The Six-Month Merchandise Plan Open-to-Buy	Assignment # 7 Part II and Part III Due (Sunday Nov 10 before midnight)
13	Nov. 11-17	Ch8 Preparing Buying Plans Ch9 Developing Assortment Plans Ch10 Controlling Inventories Financial Assignment	Assignment # 8 Due (Sunday Nov 17 before midnight)
14	Nov. 18-24	Work on Financial Assignment Part 1	
15	Nov. 25-26  Nov. 27 – Dec. 1	Work on Financial Assignment Part 1  Class Excused - Thanksgiving Break	Part 1 of Financial Assignment Due (Tuesday Nov 26 before midnight)
16	Dec. 2-4	Part #2 of Financial Assignment (All Students) Written Analysis and Revision of Merchandising Strategy Project (Graduate Students Only)	
	Dec. 5	Reading Day	
17	<b>Dec. 6-10</b>	<b>Final Examination Due Tuesday, Dec. 10 (before midnight)</b>  Part #2 of Financial Assignment (All Students) Due by Sunday, Dec. 8 before midnight Written Analysis and Revision of Merchandising Strategy Project Due (Graduate Students Only) by Sunday, Dec. 8 before midnight	

The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.