Course description and objectives:

This course introduces the role of merchandising at various retailers with an emphasis on apparel and soft-line businesses. Selected topics will include product development, line planning, sourcing, product lifecycle, forecasting, buying, planning and vendor relations. Special emphasis will be placed on current trends in retail merchandising through current articles and industry guest speakers. The objective of this course is to familiarize students with merchandising theory and strategies considered to be current best practices in retailing, and to provide them the opportunity to apply these ideas and methods in course assignments and in the final culminating project.

Reading Materials:

Additional reading materials, assignments and slides will be available via Study.net and Canvas. Fall 2017

https://canvas.upenn.edu/courses/1328754

Grading - weighted as follows:
Class participation 15%
Assignment 1 15%
Assignment 2 15%
Team Assignment 3 20%
Final Paper 35%

- Class participation includes attendance, preparation and “quality” discussion during the class lecture and thoughtful review of other team presentations.
- Readings and assignments will be given each week and will be due the next, they will be designed to provide practice-implementing concepts from the previous class or to prepare students for a guest speaker or class discussion.
- The team assignment and final paper will have several research components providing the students the opportunity to apply the methods and theory learned throughout the course.
**Course Schedule:**

<table>
<thead>
<tr>
<th>Week :</th>
<th>Topic:</th>
<th>Readings:</th>
<th>Assignments:</th>
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| 1) Oct 24 | Course Introduction / Overview of the current landscape | week 1  
-Articles and links in canvas  
-text: chapters 1,2,6 |  |
| 2) Oct 31 | Retail Merchandising Theory, and Concepts  
Seasonal Retail Forecasts | week 2  
-Articles and links in canvas  
-text: chapters 8,12 | Assignment 1 due (15%) |
| 3) Nov 7 | Financial Aspects of Merchandising  
*Guest speaker:* Marshal Cohen  
Chief Industry Analyst of The NPD Group | week 3  
-Articles and links in canvas  
-text: chapters 9,10 | Teams member list due for 12/5 presentations |
| 4) Nov 14 | Merchandise Buying and Planning  
Teams select topic for 12/5 presentations | week 4  
-Articles and links in canvas  
-text: chapters 13,14 | Assignment 2 due (15%) |
| 5) Nov 21 | Product Development  
*Guest speakers:*  
Jamie Ross -Creative Director  
Michelle Rotbart - Trend Analyst  
The Doneger Group | week 5  
-Articles and links in canvas  
-text: chapters 7 |  |
| 6) Nov 28 | Trends in Merchandising | week 6  
-Articles and links in canvas |  |
| 7) Dec 5 | Students present  
Current Trends in Merchandising |  | Team Presentations  
Assignment 3 due (20%) |

*Final Paper (35%) Due **December 12, 3:00PM** –Submit to Canvas*