

## Module Specification

### Module Summary Information

1	<b>Module Title</b>	Buying and Merchandising
2	<b>Module Credits</b>	40
3	<b>Module Level</b>	4
4	<b>Module Code</b>	FAS4029

5	<b>Module Overview</b>
<p>This module will introduce you to the buying and merchandising principles, and the roles and responsibilities of a buyer and merchandiser, in relation to the fashion industry. You will understand how the buyers and merchandisers work together, within different retail formats.</p> <p>You will conduct initial research into the brand and conduct a comparative shop report, you will apply trend research appropriately to suit the brand and consumer.</p> <p>You will be required to develop a detailed range of clothing which is commercially viable, and appropriate to the retailer and their consumer.</p> <p>You will develop a range development book in InDesign, including: critical paths and costings.</p> <p>Finally, you are expected to articulate your findings to support and justify your range through a professionally presented pitch.</p>	

6	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Industry terminology</li> <li>• Roles of buyer and merchandiser</li> <li>• Ethics and sustainability</li> <li>• Presentation skills</li> <li>• Industry insight</li> <li>• Fabric and textile knowledge</li> <li>• Trend research</li> <li>• Excel critical paths</li> <li>• Lead times and sourcing</li> <li>• Costings – profit margin size ratios</li> <li>• Consumer analysis</li> <li>• Competitive shop</li> <li>• Range building</li> </ul>	

7	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
	1 Evidence research to in order to <b>define</b> your range.
	2 <b>Interpret</b> your research in order to produce your range which should be appropriate to your consumer and brand.

	<b>3</b>	<b>Articulate</b> and justify how your range is relevant to your brand and consumer.
	<b>4</b>	<b>Show</b> visual consistency using software packages.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1</b>	<b>X</b>		
<b>2</b>	<b>X</b>		
<b>3</b>			<b>X</b>
<b>4</b>	<b>X</b>		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	64	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	256	
<b>Private Study (PS)</b> includes preparation for exams	80	
<b>Total Study Hours:</b>	400	