

## Fashion Merchandising

Non-  
CAM

This course aims at providing students with the relevant skills and knowledge to compete in this challenging but rewarding profession. On completion, students are expected to have a more in-depth understanding of consumer behaviour, industrial trends, forecasts in sales and profit, and visual merchandising used to attract customers.

Organising Unit : PolyU SPEED  
No. of Sessions : 11 (3 hours each)  
Medium of Instruction : English, supplemented by Cantonese  
Venue : PolyU Campuses  
Course Fee : \$3,000

### Course contents include:

- **Evolution of Fashion Industry**  
Industrial development and trends.
- **History of Fashion**  
Introduce different periods of fashion history in the 20<sup>th</sup> Century. Understand all the significant fashion trends and how these trends are caused by cultural, social, technological and environmental influences.
- **Fashion Forecasting**  
Fashion and material categories. Activities and resources for trend forecasts. Trickle down the bubble up theories.
- **Product Planning**  
Elements and principles of design. Evolution of a garment. Merchandising plan. Product planning process from concepts to consumer.
- **Consumer Behaviour**  
Functions of dress. Motives of consumer buying nowadays. Consumer buying patterns and selection.
- **Fashion Buying**  
Nature of a buyer. Buying process. Skills required for a buyer for department store and single brand. Open to buy. Asia Pacific buying strategies.
- **Visual Merchandising**  
Nature, elements and skills of visual merchandising.
- **Fashion Promotion**  
Product life cycle on the retail market. Target market analyses. Product identity. Product market strategies.

Course code	Dates	Day	Time
NAW5	2 Mar – 18 May 2013 (except 30 Mar 2013)	Saturdays	10:00 am – 1:00 pm

**Certification** A Certificate of Attainment will be issued to students who have attended 70% or above of the classes and passed the assessment.

**Remarks** Students are expected to make effort in coping with the required workload.



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
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School of Professional Education  
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專業進修學院

**SPEED** 

## Enquiries

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Non credit-bearing course

The School reserves the right to cancel any courses, and to make variations to the schedules, venues, contents and mode of delivery of the courses offered.