

Business of Fashion
Course Number: 22:134:583
Course Title: Retail Merchandising & Management

COURSE DESCRIPTION

This course will feature industry elite speakers to share their experiences in the beauty and fashion industry. The speakers will have proven success and can provide networking or internship opportunities for students interested in Beauty & Fashion.

CLASS STRUCTURE

This is an interactive series with top speakers that will cover *Retail Merchandising & Management in the Fashion & Beauty industry*.

LEARNING GOALS AND OBJECTIVES

Upon completion of the course, the students will have an in-depth learning of the process of assessing consumer buying trends, understanding sales trends, and managing day-to-day retail operations in relation to beauty and fashion brands. Opportunities to network with industry leaders from various disciplines will be provided, as well as internship opportunities.

FINAL ASSIGNMENT

Students will write a 4-page report on retail merchandising and management summarizing the key takeaways from their readings and from the speakers' presentations. The report should be structured into clear sections and include an executive summary, an introduction, a core section organized into important themes, a conclusion/key learnings, references, and appendices.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Equally important is your own involvement and participation in the course.

Individual and team learning in this course hinge on the quality of the interactive discussions that occur amongst yourselves and between you and me during class time.

It is expected that you will spend 2-3 hours per week outside of class completing homework and studying.

I expect everyone to come prepared to class by reading the articles assigned and submitting their assignment prior to the class.

GRADING

Full attendance is required to pass the class except when students are notifying special circumstances via email. All assignments must be turned in on time. Papers and presentations are graded with A, B, C where A is excellent, B is Above Average and C is Average/Passing.

COURSE SCHEDULE

Series IV: Retail Merchandising & Management in Fashion & Beauty –

Speakers	Readings – Prior to Each Class
<u>Speaker:</u> ()	Difference between Merchandising, Manufacturing, and Service Organizations https://bit.ly/3czx4La

Speaker: ()	Visual Merchandising & Styling https://www.contravision.com/visualmerchandising-importance/
Speaker: ()	Merchandising strategy for eco-fashion: “Explore the Merchandising Strategy for Sustainable Cotton Apparel in the U.S. Retail Market” by Camryn Leon-Kelly and Sheng Lu https://risnews.com/explore-merchandisingstrategy-sustainable-cotton-apparel-us-retail-market
Speaker: ()	https://www.zalando.co.uk/
Speaker: ()	“The Future of Retail in The Beauty Industry Will Be Very Different” by <i>Richard Kestenbaum</i> , Forbes Article. https://bit.ly/3CNmQSC

**Prior to each class, research each speaker and read the articles.
Make a summary of the key takeaways and be ready to discuss during class.**

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]