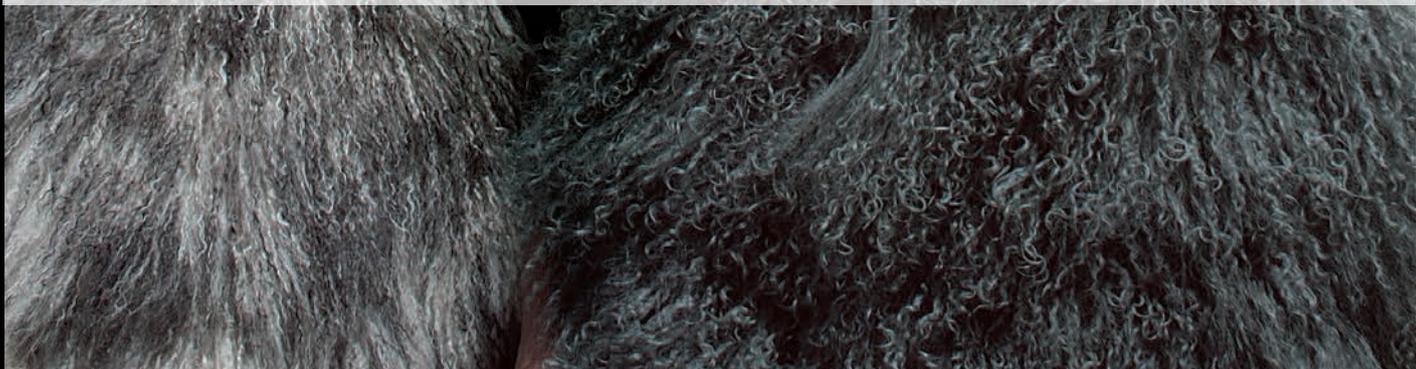# istitutomarangoni

**SHORT COURSES**
**FASHION BUYING**  Version 01

**Brief descriptive summary**
Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative and business and management skills, which are both subject specific and relevant to the international fashion industry, these courses will turn out students fully equipped for a career in Fashion Design, Fashion Styling, Fashion Business, Graphic Design, Interior Design and Product Design.

**1. Certification attained**
Istituto Marangoni Certificate

**Course information**

**2. Educational & Programme Aims**
**Education Aims:**
The educational aims are:
• to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to encourage the development of students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
• to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

**Programme Aims:**
This program is an excellent opportunity to understand and comprehend the dynamic role of the fashion buyer looking at their day to day workload covering trends, stock, planning and forecasting, and store layout, as well as the effects of promotion and visual merchandising on planning and stock control. The course also covers management and policies as well as identification of a correct buying plan in relation to company needs.

**3. Course Learning Outcomes**
On successful completion of the Fashion Buying short course, students will be able to:
• understand and evaluate distribution channels and the principles of retail processes and lines;
• organise a successful step by step buying process;
• establish assortment stock policies and build a merchandising model stock plan;
• identify a correct buying plan, as well as the correct assortment of products and goods in accordance to company target and requirements.

**4. Teaching/Learning and Assessment Strategy**
**Curriculum:**
This program is an opportunity to understand the fashion buying process, its management and policies through a comprehensive schedule covering organisation models, trends, stock, planning and forecasting, store layout, promotion and visual merchandising.
**Week 1:** The aim of the first week is to understand the retail buying process and the responsibilities, skills and personality traits needed to become a successful buyer. In particular students will be introduced to topics including: line staff organisation, department / independent store organisational models, centralised buying and merchandising schemes, planning and control, analysing forecasts and demand, consumer research on demographic and geographic levels, defining customer needs.
**Week 2:** At this point in the course the emphasis will be on the influence of trends, and the potential of branding and communication with topics including: internal and external sources of trend information, merchandise assortment, timelines and sales cycles, planning sales by brands and designers, staple stock items, assortment and planning, budgeting, inventory control systems.
**Week 3:** The final week will look at the aspects of analysis and control covering: retail organisational structure and different planning levels, developing sales projections, analysis of past sales, mark up and mark down, analysing performance, store management layout plans and visual merchandising.
This short course is also an ideal starting point and introduction for students wishing to continue their education and progress onto the Fashion Business undergraduate course.

**Assessment:**
**Formative Assessments:**
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

**Summative Assessments:**
These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:
**Portfolio Assessment >** is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.
**Practical and class-based projects >** allow students to apply their theoretical understanding of a specific subject area.
**Written Reports >** are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.
**Presentations >** are used in some subjects to allow students to develop their creative, professional communication and pre-sentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

**5. Course structures**

| Subjects |
| --- |
| Retail buying |
| Consumers Trends |
| Brand strategy |
| Retail planning strategies |
| Retail organization structure |

**6. Personal Development Planning**
**PDP/Individual Development Tutorial.**
The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

**7. Tutor Responsibilities**
The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

**8. Student Support Strategy**
Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in an pedagogic, practical and pastoral way:
a. programme handbooks provide relevant information to students;
b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
c. Tutors and the Director of Education guide students to the most appropriate help.

**Student Support Officers**
Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.
For matters of pastoral care the Student Support Officers help in:
- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.
One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

**9. Student Feedback**
Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.
Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following:
• informal contact with the Tutor, for example during lecture, seminars and through appointments with academic staff;
• end of course online questionnaires where students will be invited to reflect on their overall experience at the School.
Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception.
In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.