

# FASHION MERCHANDISING

## INTERNSHIP LEARNING OBJECTIVES & ACTIVITIES

- Below are internship objectives, these are what you specifically want to learn from your internship and under each objective is the corresponding activity you will do to complete that specific objective
- The objectives are organized by their primary function
- You need to choose 3 objectives and their corresponding activities
- You must choose from AT LEAST 2 DIFFERENT PRIMARY FUNCTION CATEGORIES
- Reminder that the learning agreement must be typed

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### BUYING/INVENTORY

- 1) Objective: Identify business strategies for buying and selecting product  
Activity: Conduct mock-buy and compare and analyse my mock-buy to actual buyers purchase to see differences and similarities
- 2) Objective: Identify process and procedures for company purchases  
Activity: Assist in buying products for the stores and oversee paperwork involved
- 3) Objective: Explore the buying process  
Activity: Shadow supervisor in making purchases and assist in ordering, receiving and merchandising the product
- 4) Objective: Increase skills in buying and merchandising  
Activity: Assist merchandiser in completing inventory, reordering product and merchandising store
- 5) Objective: Identify business strategies for buying/selling  
Activity: Job shadow supervisors and interview them on buying and selling strategies used
- 6) Objective: Identify business strategies for buying and selecting products  
Activity: Interview supervisor on buying strategies and assist in three buy's

### VISUAL DISPLAY/MERCHANDISING/PROMOTIONS

- 7) Objective: Identify visual merchandising practices  
Activity: Execute five window displays and corresponding in-store displays to showcase current merchandise, brands and/or promotions
- 8) Objective: Determine how to successfully design merchandise displays to attract customers to the product  
Activity: Interview supervisor on display techniques and complete three merchandise displays independently for supervisors critique for future improvements
- 9) Objective: Identify techniques for creating effective window and table displays  
Activity: Job shadow co-workers and complete two window and table displays independently and have manager and/or buyer critique for future improvements
- 10) Objective: Evaluate company merchandise strategies  
Activity: Arrange merchandise affectively and have the opportunity to create a shopping friendly environment

- 11) Objective: Assess how to execute the brand presentations and experience for specific markets  
Activity: Work with various positions to identify product branding for target markets
- 12) Objective: Explore the promotional aspect of marketing  
Activity: Create marketing materials to promote products and/or store and assist in implementing materials
- 13) Objective: Identify promotion strategies and execute campaign  
Activity: Develop and implement a promotional campaign
- 14) Objective: Identify practices for advertising products and/or store  
Activity: Interview supervisor on advertising efforts and results and create an advertising campaign for store/product
- 15) Objective: Interpret business's goals to assist in creating a marketing plan  
Activity: Review business goals and work with marketing to create and implement a marketing plan

## **MANAGEMENT/CAREER**

- 16) Objective: Identify manager responsibilities and tasks, along with daily operational tasks on the floor  
Activity: Job shadow manager and interview on responsibilities including sales preparation and procedures
- 17) Objective: Explore various management skills and techniques  
Activity: Training, job shadowing other managers and applying techniques while supervising associates
- 18) Objective: Identify manager's daily tasks  
Activity: Interview managers in three different departments and identify and analyze similarities and differences
- 19) Objective: Analyze the management process  
Activity: Sit in on various levels of management meetings and conduct follow-up interviews
- 20) Objective: Identify other careers in the retail industry to assist in choosing post-graduation career  
Activity: Research four different careers in company which includes interviews and/or job shadows with chosen professionals within the fields to research position responsibilities, expectations, experience etc
- 21) Objective: Identify the many roles and career paths available in the retail industry  
Activity: Interview employees in five different positions to identify job expectations and experience needed

## **PROCESSES/PROCEDURES**

- 22) Objective: Gain experience with re-ordering items, completing invoices and picking price points  
Activity: Assist in process and paperwork when re-ordering
- 23) Objective: Identify retail/corporate work place policies  
Activity: Review employee handbook and perform tasks as instructed
- 24) Objective: Explore the retail process pertaining to mass produced and customized garments  
Activity: Interview manager/owner on retail process for mass produced and customized garments
- 25) Objective: Identify employee policies  
Activity: Review employee handbook and attend staff development meetings
- 26) Objective: Identify sales staff responsibilities  
Activity: Participate in training and use daily on sales floor
- 27) Objective: Identify return practices

Activity: Participate in training and identify and follow return practice procedures with customers

## **CUSTOMER SERVICE**

28) Objective: Identify customer service standards

Activity: Review customer service procedures, complete training, implement on sales floor and analyze and improve techniques

29) Objective: Identify customer's needs, and discover what it takes to meet those needs in a fast-paced retail environment

Activity: Interview top sales associates and implement strategies on sales floor

30) Objective: Increase sales and customer service skills during special events

Activity: Work at the designer preview fashion show with high end product and VIP customers

31) Objective: Increase knowledge and ability with customer satisfaction

Activity: Keep product and marketing materials stocked and assist customers to assure satisfaction

32) Objective: Identify customer expectations of sales associates

Activity: Interview customers on what they look for in customer service and implement on sales floor

## **SALES**

33) Objective: Identify strategies of top all-star sales associates

Activity: Shadow co-workers on sales floor and interview for individual selling strategies

34) Objective: Identify sales and event preparation for employees

Activity: Participate in annual sale and/or store event including preparation, working during and analyzing process and success post sale/event

35) Objective: Learn preparation processes for sales and other events

Activity: Interview supervisors and assist in sale/event preparation

36) Objective: Develop knowledge of point of sale operation and procedures

Activity: Receive training on point of sales operation and standard operating procedures of the company

## **OPERATIONS**

37) Objective: Identify daily store operations

Activity: Interview manager and assist manager in completing daily operations

38) Objective: Explore distribution operations

Activity: Tour distribution center and interview distribution manager

39) Objective: Analyze basic components of driving a business based on daily and weekly sales and margin performance

Activity: Job shadow the manager while computing daily/weekly sales and margins, and progress to completing components independently

## **MISC**

40) Objective: Identify company policies, procedures and customer service standards

Activity: Review policies and procedures, attend weekly meetings and interview employees in various positions to identify their specific interaction with customers

41) Objective: Identify stocking system

Activity: Tour various stock rooms in the store and interview stocking managers

42) Objective: Assess proper business relations with vendors

Activity: Participate during vendor tour of the stores

43) Objective: Identify financial elements of business

Activity: Interview finance/accounting department on budgeting, expense reports etc and assist in completing at least two reports

44) Objective: Improve communication skills

Activity: Communicate with inter-office employees through group activities creating marketing materials, hosting openhouses and events for customers

45) Objective: Identify the process of preparing for sales meetings and facilitating the meeting

Activity: Unpack and check samples in and ready for sales meetings (steam, dress mannequins etc) and sit in on sales meetings

46) Objective: Explore the process of assembling presentation boards

Activity: Assist merchandisers and designers in creating presentation boards

# COOPERATIVE EDUCATION

**Course Description:** An individualized contracted field experience within the fashion industry. This contractual arrangement involves a student learning plan, cooperating employer supervision, and faculty coordination.

Have you ever wondered whether or not the things you learn in class actually apply to the real world? This is the way to find out! The Internship in Fashion Merchandising offers participating students an opportunity to apply knowledge from the classroom to production, distribution, or retailing of fashion goods, or auxiliary services. The experiences and insights gained through applied, directed activities in fashion merchandising enrich the student's educational program. The Internship also allows local businesses the opportunity to work with college students and benefit from their service, enthusiasm and to share their knowledge. Internships foster positive relations between the university and community employers and often assist students in obtaining skills, experiences and contacts that will enhance their employment prospects and options after graduation.

## ASSIGNMENTS

### 1) *Bi-weekly Journals*

In this course you will be completing bi-weekly (every other week) journals. The due dates of these journals are below and should be submitted via Blackboard by 5pm on the due date. Assure your name, journal # and journal due date is at the top of each entry and you use the template provided (on BB).

*Journal due dates: See Due Dates in Syllabus*

### 2) *Final Dossier*

There is also a Final Dossier. If you are local, make sure it is dropped off to Michaelsen 100 by noon on the due date. If you are doing your internship out of town, you must send the notebook by **Federal Express!!!** Make sure you get a tracking number and send it to me in an e-mail with the tracking number on the same day. Plan ahead so the package arrives by the due date (See *Due Dates in Syllabus*) by noon.

### 3) *Student Evaluation* (will be on Blackboard).

You also must complete the Student Evaluation of the internship. This should be completed and included in your final dossier and e-mailed to career services the same time your dossier is due.

### 4) *Employer Evaluation* (will be on Blackboard)

A mid-quarter Supervisor Evaluation and a Final Supervisor Evaluation of the internship should be completed by your supervisor and given to you to be included with a journal (See *Due Dates in Syllabus*) for the mid-quarter evaluation and in your final dossier for your final evaluation, the final evaluation should also be faxed to career services the same time your dossier is due.

All work submitted for credit must be the student's original work. Any questionable student work will be investigated and will be subject to the disciplinary actions including but not limited to failing your internship. Documentation of hours, internship site and supervisor, and internship experiences are the responsibility of the student and must be submitted accurately, truthfully, and in a timely manner.

## COURSE COMPONENTS

Your grade is assessed through your thoughtful and comprehensive completion of your bi-weekly journal, final dossier, Student Evaluation of Cooperative Field Experience and job site supervisor completion and submission of the Employer Evaluation of the Cooperative Field Experience. Not completing any of the above items will affect your overall grade.

Your experience as a student paints a picture of you as a professional. Students who demonstrate a high degree of mastery of subject matter, a high standard of professional behavior and a strong work ethic are rewarded not only by a grade, but also by the continued support of the faculty throughout that student's college and professional career.

## MATERIAL PRESENTATION & LATE WORK

- All assignments should include your name, assignment name, due date, course name on the top of the first page.
- Assignments should be prepared professionally.
- **Correspondence should be through e-mail, please include your name and course number in the subject line of all e-mails**

# JOURNAL REQUIREMENTS

Use the below as an outline for completing your journal (there will be a template in Blackboard)

Name: FCSA 490, Summer \_\_\_\_ Journal # \_\_\_\_

Due Date: \_\_\_\_ Dates included in journal entry: \_\_\_\_ Total Hours worked: \_\_\_\_

Internship Location:

Internship Paid/Unpaid (highlight one)

**Duties / projects started, working on or completed**

**New skills gained / training**

**Observations**

**Worked on Learning Objectives**

Objective #1:

Objective #2:

Objective #3:

**Paystub** (scan or take CLEAR picture or put UNPAID INTERSHIP)

**Internship Hours Log**

## **Benefits of Keeping a Journal**

- Journals provide a record of your professional growth and development over the course of your internship
- Your journal entries will prove to be useful when updating your resume
- The process of writing about your experiences will help you to reflect on what you have learned

## **Journal Tips**

- Find your own journal writing style and be honest
- Your journal is a great place to record new contacts that you make through your internship

## **WHAT TO INCLUDE**

### **Duties/ Projects:**

- Duties you carried out this week
- Any new projects that you were assigned or were working on and what they entailed
- How these duties relate to your learning objectives
- How you applied coursework completed in your program

### **New Skilled Learned/Training:**

- List any new skills that you learned this week
- List any training that you undertook, whether it was organized training or individual training
- How you improved your background in the field

### **Observations:**

- Your personal observations about the organization, the structure, politics, communications and attitudes of people that you worked with or are working with
- How your observations have changed from the previous week
- The psychological, intellectual and physical requirements of this type of work

### **Learning Objectives:**

- What objectives did you accomplish this week and what activities were done to assist in completing your objectives
- What are your goals for the next two weeks to assist you in achieving your objectives

### **Pay Stub/Internship Hours Log:**

- Scan or take a picture of your pay stub and insert at the bottom of your journal and have your supervisor fill out the “Internship Hours Log” below. Assure that your name, company name, dates of paystub and total hours worked are clearly visible on your paystub. If you are doing an unpaid internship you will only be submitting the “Internship Hours Log”. EVERYONE print off the time sheet and fill THE SAME SHEET OUT EVERY WEEK, scan and insert into your journal so at the end you will have the entire “Internship Hours Log” sheet filled in (include it in your final dossier).

## FINAL DOSSIER

Each student will put together a final Internship Dossier. The Dossier is a collection of information about the internship experience. This is a attractive and professional looking document that will showcase your internship experience. Like a portfolio, it is a selling tool that is meant to “showcase” your internship experience. Things to include in the Dossier:

- **Reflection** of the below
  - In hindsight, how could you have carried out your duties and projects differently? (15-25 sentences)
  - How has what you learned in your internship affected your personal goals/objectives? (15-25 sentences)
  - Can you relate any projects, assignments or activities from your classes to the practical work you carried out at the internship (give specific examples and what class assignment/course they related to)? (15-25 sentences)
  - Is this a career direction you wish to pursue, yes or no and why? (15-25 sentences)
  - How would you change the structure of the organization at your internship site? (15-25 sentences)
- Clean copies of **internship components**:
  - Learning agreement
  - Student evaluation of cooperative field experience
  - Copy of the mid-quarter supervisor evaluation and the final supervisor evaluation
  - All copies of weekly journals
  - Original copy of the “Internship Hours Log”
- **Pictures** with descriptions from the job site that include the student intern in them. Document your experiences through a photographic record. Make sure you ask permission from your supervisor before you take your photos. You will turn in 20 pictures in your Final Dossier. FYI: Photographs of yourself on the job site are a requirement of your Final Dossier. Make sure you appear in at least 10 of your photos **AND ASSURE THEY ARE CLEAR GOOD PICTURES.**
- **Company literature/paperwork.** Documents attained through training classes, meetings etc.
  - Examples: designer’s renderings, cost sheets, buying orders, marketing or promotional tools, hangtags and labels, etc.
- **Projects/Interviews**
  - If completing a visual display or project you need to include a picture of you working on each step to complete the project. With each picture there should be a minimum 5 sentence narrative explaining the step in the process. You should also include a final picture of your completed visual objective.
  - If you are doing any interviews you should include the interview information here which should consist of
    - ◆ Goal of the interview
    - ◆ Person you are interviewing
    - ◆ Persons title
    - ◆ Persons background (years at company, degree, other apparel industry experience)
    - ◆ Interview questions
    - ◆ Answer to questions
    - ◆ Reflection on what you learned from the interview
- **CD** including all pictures and written documents etc.

Assure that all sections above are separated with labeled dividers (use the bold words as the divider name) and individual items are labeled. There is no exact length of the Dossier. However, a brief, poorly put together, unprofessional looking collection of material will not receive a satisfactory grade. Think of it as a tool that is meant to “showcase” your experience. Note you will not be getting the dossier back.

**The Final Dossier, see due date in syllabus.** If you are local, make sure it is dropped off to Michaelson 100 by noon of that day. If you are doing your internship out of town, you must send the notebook by **Federal Express!!!** Make sure you get a tracking number and send it to me in an e-mail with the tracking number on the same day. Plan ahead so the package arrives on time.

Ship To:  
CWU Fashion Merchandising  
Professor Andrea Eklund  
400 E University Way  
Ellensburg, WA 98926-7565

## INTERNSHIP HOURS LOG

**EMPLOYEE NAME:** \_\_\_\_\_ **SUPERVISORS NAME:** \_\_\_\_\_

	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours	Supervisor Signature
<b>Week 1</b> Date:									
<b>Week 2</b> Date:									
<b>Week 3</b> Date:									
<b>Week 4</b> Date:									
<b>Week 5</b> Date:									
<b>Week 6</b> Date:									
<b>Week 7</b> Date:									
<b>Week 8</b> Date:									
<b>Week 9</b> Date:									
<b>Week 10</b> Date:									

### EXAMPLE

	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Total Hours	Supervisor Signature
Ex: (M= Meal Break) Date: weeks start date	Off	10am-6pm M: 1-2pm	7am-3pm M: 11-12	9am-5pm M: 12-1pm	10am-6pm M: 1-2pm	7am-3pm M: 11-12	Off	40	<i>Your Supervisors Signature</i>

# WHAT DO SUCCESSFUL INTERNS DO?

**Establish credibility** — Successful interns establish credibility early on. They are on time for events and appointments. They follow through with assigned tasks. They keep their word. They are appropriately dressed and groomed. They are willing to help out and go the extra mile.

**Act as good colleagues** — Successful interns treat fellow staff and volunteers the way they want to be treated. They treat them with respect. They take an interest in them as people. They listen more than talk. They try to see another's perspective.

**Work proactively** — Successful interns take the initiative for their work and learning. They accept responsibility for the value of the experience. They come to work prepared. They act with eagerness and enthusiasm. They don't procrastinate. When some-thing needs doing, they do it. They seize opportunities.

**Work with others** — Successful interns seek to understand existing structures and work with those involved. They utilize the abilities of others and involve people in the tasks, rather than doing it all themselves. They are cooperative and congenial. They have a reputation for valuing others.

**Seek feedback** — Successful interns tactfully seek feedback on their work. They listen to *constructive criticism* with a spirit of humility. They want to know what they are doing well and what they need to do better.

**Keep communication lines open** — Successful interns make sure the expectations are clear all the way around. They seek the information they need. They ask lots of questions. They let those they are working with know what's going on, how they are coming on projects, what they need, and what they appreciate about staff and volunteers.

**Keep focused on learning** — Successful interns never forget that they are on the job to learn. They come open to new ideas and experiences. They keep their ears and eyes open to successful approaches and useful tips. They evaluate their performance.

**Collect final reflection report artifacts as they go** — Successful interns don't wait until the end to collect artifacts for their final report and then rush to throw something together. They are gathering items as they go.