

Welcome to FASH 304 Merchandise Planning and Control Summer 2026!

To get started, please take some time, and read through your **syllabus**; attached in this introduction. You will find a great deal of key information there, including the structure of this on-line course, requirements, policies, and course schedule.

Once we begin, I will be sending out a weekly message to you on **Sunday mornings at 10:00 a.m.** entitled: "**Week ____ what should I be doing?**" - In there I will go over that week's schedule, what is on the calendar, and any upcoming assignments. In addition, you will find the key learning objectives that you should comprehend included with each weekly lesson.

A course schedule can be found in this syllabus, as well as on the Brightspace site. The nature of this course includes **EACH week 1-2 homework assignments** in order to fully understand the mathematical concepts at hand. **25% of your overall grade will be based on homework assignments.**

The textbook we will use-- which is available in the campus bookstore is below. **I don't advise buying this on Amazon as it is often back-ordered with DELAYS, and WE WILL USE the book starting the very first week for HOMEWORK, so BUY IT NOW!**

Required Text

Greene, (2023) **A Buyer's Guide to Retail Mathematics** 1st Edition, New York: Fairchild Publications.

ISBN: 978-1-5013-5910-1

ASSESSMENT: The grade for this course will be determined from the following criteria:

3 Chapter Exams:	60%
12 Homework assignment drill and practice problems:	25%
3 Case studies student engagement:	15%
TOTAL:	100%

You will also find that your complete **Brightspace Gradebook** is broken into categories and weights. As a general rule, I will post items to the Gradebook within 2 days of its' due date. Please contact me during the session if you have ANY questions about how your grade is calculated.

Now here's a little insight to see how my past experiences have shaped how I conduct this course:

I graduated from SUNY Plattsburgh and Fashion Institute of Technology; with a Degree in Fashion Buying and Merchandising. I began my career holding various store-line management roles including the merchandise manager for RTW, and regional manager of the in-store corporate marketing team for a major retailer. From there, I became an entrepreneur, opening a women's contemporary clothing boutique, which ultimately led me to Marist in the fall of 2008.

I NEVER thought I would EVER teach, but have truly found it to be my passion these last 17 years... I try and bring a lot of my business and career experiences to my classes- and I hope that you will appreciate that!

And while I serve as the Associate Dean for the School of Communication & the Arts, I still very much enjoy teaching, and this course will be very interesting to cover this summer, with all that is happening in the world with inflation, and in the world of Retail Merchandising Planning!

I look forward to getting to know all of you, and to a great summer session!



Jennifer.Finn@marist.edu