

**Program Assessment Report  
Apparel Merchandising and Product Development  
University of Arkansas  
Academic Year 2020-2021**

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2. **AMPD Program Mission:**

The mission of the Apparel Merchandising and Product Development program is to ensure high quality graduate and undergraduate programs that provide students with multiple opportunities to gain the necessary knowledge and skills to become successful professionals; to engage in current research and outreach that services the citizens of Arkansas and the nation. The vision of the Apparel Merchandising and Product Development program is to become a nationally recognized graduate and undergraduate program in textile and apparel complex.

3. **Program Goals**

- a. To produce graduates who are ethical and responsible professionals and citizens, who are critical thinkers, effective problem solvers and knowledgeable in their discipline.
- b. To provide an undergraduate program that provides students with multiple opportunities to gain the necessary knowledge and skills to become successful professionals
- c. To engage in current research and outreach that services the citizens of Arkansas and the nation.
- d. To become a nationally recognized graduate and undergraduate program in the global apparel industry.

4. **Student Learning Outcomes**

**Student Learning Outcome 3. Demonstrate an ability to use appropriate technology necessary to succeed in the textile and apparel industry.**

- A. **Assessment Measure:**

**Direct Measure:** The *Merchandise Strategy Rubric* provided by FAVES was used to assess students' proficiency through critical thinking by analyzing data and drawing conclusions. In AMPD 4901 Pre-Study Tour and AMPD 491v Study Tour courses, students were given a project in which they had to develop a retail merchandising management plan utilizing a technology-driven software package. The class was divided into teams assigned to purchase menswear or women's wear. Each member within a team served as a buyer and was responsible for buying a specific merchandise category. Each team was given a budget, and had to provide an overview

of an assigned business/company. Additionally, the students were also given access to JOOR, a data analytics online wholesale marketplace so that retailers have real-time access to buying information. Students final report included a discussion of their retail format, retail image, and target market, and a critical analysis of the relationship to location and pricing strategy.

- B. Acceptable and Ideal Targets:** the same targets will be used for each direct measure
- Acceptable - 80 % of students will rate “Proficient” on the rubric
  - Ideal - 90% of students will rate “Proficient” on the rubric

**C. Key Personnel:** Instructor for AMPD 4901 and 491v.

**D. Summary of Findings**

Twenty-nine out of 36 students (82%) rated “Proficient” for the Merchandise Management Simulation assignment using the *Merchandise Strategy Rubric* provided by FAVES. Seven students rated “Exemplary”.

**F. Recommendations.**

Starting in Fall 2021, include this assignment in AMPD 2013 Fashion Buying and Promotion.

**Merchandise Strategy Rubric  
AMPD 4901/491V FAVES**

**Requirements of submission:** The Final Exam will be an 18-25 PowerPoint presentation based on your category of merchandise and all subcategories. Include store information such as type, location, customers, products, brands, etc. Additionally, address the following reports: product mix, categories, vendors, mathematical reasoning. **Be creative**, use images, graphs, charts, vendor logos, etc. (see template)

Critical Elements	Exemplary	Proficient	Needs Improvement	Not Evident	Value
<b>Merchandise Strategy Business Overview</b>	Provides a comprehensive initial merchandise strategy that includes a well-developed overview of the business (11-15)	Provides clear initial merchandise strategy that includes an overview of the business (9 – 10)	Provides an somewhat clear merchandise strategy that somewhat includes an overview of the business (6-8)	Provides a very limited merchandise strategy that does not contain main elements and requirements (1-5)	15
<b>Profile of Store’s Target Market</b>	Provides a comprehensively detailed profile of the store’s target market with the six merchandise categories are clearly mapped to the target audience (11-15)	Provides a detailed profile of the store’s target market with six merchandise categories mapped to the target audience (9 – 10)	Provides a profile of the store’s target market with six merchandise categories are somewhat mapped to the target audience (6-8)	Provides a very limited profile of the store’s target market with weak mapping of merchandise categories not mapped to the target audience (1-5)	15
<b>Merchandise Assortment and Allocation Initial Plan</b>	Provides a well-thought-out and appropriate initial merchandise assortment and allocation plan (11-15)	Provides an appropriate initial merchandise assortment and allocation plan (9 – 10)	Provides a somewhat appropriate initial merchandise assortment and allocation plan (6-8)	Provides a very limited assortment and allocation plan that does not contain main elements and requirements (1-5)	15
<b>Pricing Strategy</b>	Provides comprehensive pricing strategy strongly supported by the retail format and retail position/image (7 -10)	Provides a detailed pricing strategy generally supported by the retail format and retail position/image (6)	Provides a pricing strategy somewhat supported by the retail format and retail position/image (4-5)	Provides a very limited pricing strategy not well supported by the retail format and retail position/image (1 -3)	10
<b>Inquiry and Analysis</b>	The plan is comprehensive, analytical, and fully supported by merchandise planning strategies (14-20)	The plan is comprehensive, analytical, and mostly supported by merchandise planning strategies (12-13)	The plan is descriptive but not comprehensive or analytical. Some attempts were made to apply merchandise planning Strategies (8-11)	The plan is limited and simplistic; no attempts were made to apply merchandise planning strategies (1-7)	20
<b>Integration and Application</b>	All of the course concepts and outcomes on merchandise management are applied correctly (14-20)	Most of the course concepts and outcomes on merchandise management are applied correctly (12-13)	Some of the course concepts and outcomes on merchandise management are applied correctly (8-11)	Does not correctly apply any of the course concepts or outcomes (1-7)	20
<b>Writing (Mechanics/Citations)</b>	No errors related to organization, grammar or Style (5)	Minor errors related to organization, grammar or style (3-4)	Some errors related to organization, grammar or style (2)	Major errors related to organization, grammar or style (1)	5
<b>Earned Total</b>					<b>100</b>