

A Study on Development of E-Learning Training Course of Shop-master Certificate

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Abstract Since the 1990s, the domestic fashion industry has been changing rapidly and has become more competitive. Due to these circumstances, the roles of Shop-masters were intensified and a training course to acquire a certificate of qualification as a Shop-master was in great demand. The 1st Shop-master certification exam took place in the year 2001.

The purpose of this study was to research the formality of Shop-master certificate training courses via e-learning, which is a hot topic in 21st century education, and to provide a development example.

First, an analysis was made of the definition and basic characteristics needed of a Shop-master. Next, we noted the problems of former Shop-master training facilities and their training process. Thirdly, we did a research on the definition of e-learning and the elements to embody the system. Based on the information obtained through this research, we provided a development example on Shop-master certificate training courses via e-learning that overcame the problems of courses that are currently provided.

Key words shop-master's certificate, distance learning, e-learning

Introduction

The domestic fashion industry in Korea has been changed suddenly by the institutional changes such as the liberalization of imports in 1990s', the open of a circulation market, and economic crisis and the IMF.

Especially, by branching of direct import store of the prestige brands and advancing of multinational distributors into home, diversifying of distribution industry and the introduction of B2B, the competition in the domestic fashion industry was gotten more deeply.

Furthermore, the market was going to full up with the appearance of many brands and its stores and, the customers who elevated an expression themselves desire to express their identity and distinguish with the others and their propensity to consume have been changed to follow up their emotion and rationality.

So, the fashion industries were focused on the importance of creating a customer's satisfaction and winning a steady customer by a continuous relationship with the existing clients, the role of a shop-master headed by salesperson was brought into relief.

Shop master is typically supervisor of retail shop, emerged as a professional with creative mind

and expertise by supplying the need and satisfaction through the exchanging process: marketing, sales and payments for the consumer and rising up a business increase their sales and the images for the company.

After the IMF, the role of shop unit for the customer to contact directly has been added. And the customer's taste is toward to the elegant and specialization, high-quality human resources are needed more. Hence, having a competent shop master is affected to the success or not on the fashion brand company.

The fashion industry needs to meet the qualifications tansaengdoen 2001 1st SHOPMASTER qualifications already in the black since the implementation of the university, including colleges, private institutions and partially or professional education SHOPMASTER has to offer.

However, in order to obtain the shop master certification, an applicant must major the Fashion design at University including the colleges or register with private institution where is situated mostly in the metropolitan area.

Such as this educational environment like that, was not enough for the whole demands except for the metropolitan and the already existing sales person.

Therefore, this study was purpose to research about the shop master certification training course by focusing on E-Learning which was a synonym of the distance education in 21st century.

The shop master certification training course that is one of methods of the distance education can provide the following benefits to the people who want to obtain it and the current employees who are working in the fashion industry field.

First, it will provide the opportunity to the demands with the low-priced, the well-organized and good quality education.

Secondly, it will also provide the educational opportunity to the shop master all over the country especially to the applicant who has no chance on the off-line.

To study about this paper's purpose, it was discussed with following the issues..

First, it was researched about the definition of shop master and analyzed about the basic quality and its fitness factor. Second, it was analyzed about the current certification status including an educational institution and the process. Third, this paper was discussed about a frame of E-learning for the shop master certification training course. Fourth, this study would be liked to offer a case of development of the training course which was reflected on the example about overcoming its problem.

Current status of Shop master certification and the education

What is a Shop-master?

When costumers purchase fashion product, they estimated and chosen it depend on the reliability or the perception of themselves satisfaction

In this consumption environment, the focus of marketing strategies of companies changed from the company to the customer. So it was attached importance to the customer satisfaction management and customer value and also offer new strategies like a client relationship management and the continuity(Lee, Seung hee, Lee, Byoung hwa, 2003).

The continuity strategy on customer relationship of companies in the point of fashion product

sale, gave salience importantly to a role of shop master who provide a service to a client and get the information in aspect of sale the fashion product.

As it were, a consumer receiving attitude or service ability of shop master, who is a marketer of fashion brand, provided a service directly to clients by the type of a man to man, influenced to success or failure of marketing strategies. Moreover, shop master who meet customers in person in the market for coping flexibly with a fluctuant market environment and customer needs, took charge a role of fashion advisor or stylist for furnishing information about the product to them as an expert. And according to their abilities, the clients could trust them including fashion stores and the company.

In fact, shop master is a new term and it is used to a concept of professional store manager for breaking the existing image of salesperson.

The definition of shop master from *Korea institute of vocational development* where qualified the certification in Korea, it means fashion expert or store manager who works for genning and advising about fashion trend and product by undertaking as stylist or fashion advisor

As it were, besides management of customer, VMD, stokes and computing, deals with customer dissatisfaction and employee education, they met and talked with customers for sale as manager of clothing. (Son, Mi young et. al. 2007)

Factors of quality and appropriateness for shop master

Shop master who actualizes the market directivity of an enterprise among customers and clothing company contributes the company's expansion on sales by customer acquisition and management in the real market.

In addition, they inform value of commodities to make the customer satisfy without deception, and assist customers in purchasing a commodity with the best servicing. To do this, they should assist customers in purchasing a commodity with the best serving. As well as, they should become habitual attitude of welcoming that customer can get good impression and sales ability when they have consulting with the customer. (Sun Young Lee et. al 2006)

<Table 1> and <Table 2> that summarized the previous studies Suh, Yong han, 2004; Shin, Hye bong, Lim, Sook ja, 2003; Sun Young Lee et. al, 2006; Lee, Seung hee, Lee, Byoung hwa, 2003; Chung, Ihn hee et.al, 2003; Jin, Sun Young, Lee, Sun Jea, 2001) show factors and quality in what the master and seller should be inherent.

The factor could be divided into customer management, knowing merits and demerits of a product, and customer service.

A way to induce the customer, building database of customers, and increasing opportunity of meet smelt to the customer management. The knowing of product is divided into marketing and sales capabilities, specialized knowledge about the fashion products, sensual perception for fashion and consumers, and manners and kindness for the customer. The customer service includes comprehension of customers, shop management, promptly accurate service ability, and competence for various product presentations.

Table 1.
Factors of quality and appropriateness for shop master

Researched Paper	Factors of quality and appropriateness for shop master
Crosby (1990)	Knowledge of product, Marketing power
Kim, Hyung chul (1995), Ha, Su mi (1995)	Knowledge of product, the point for Product Explanation, Communication, Store Management & VMD
Jin, Sun Young, Lee, Sun Jea (2001)	Quality: attitude, understanding a customer and product, Reactivity Satisfaction Variable: Kindness, appearance, trust, introducing a product, Product explanation, customer management
Ahn, So hyun (2001)	Character, the quality for communication, coordination ability, Investment for customer relationship, similarities
Lee, Seung hee, Lee, Byoung hwa (2003)	Factors of customer management of Shop master: concern, Establishing DB, the opportunity for the point of contact, Product elasticity Factors of product knowledge and ability as shop master: the expertise, politeness, emotional consciousness, kindness, powers of persuasion Factors of customer service as shop master: accuracy, variety, speed, positiveness, convenient for shopping

Table 2.
Factors of quality and appropriateness for sales man

Researched Paper	Factors of quality and appropriateness for sales man
Mohr & Bitner (1995)	Effort of sales person: the power of performing duties, active and patient response to customer, considerate and courteous service for customer, hours for spending to customer, passion
Diamond (1993)	Characters of professional fashion product seller; the knowledge of product, store and customer, appearance, the ability of communication, loyalty to the company
Bush et al (1990)	The ability of planning a product, customer service, product knowledge, understanding for the companies' policy, planning and management with customer
Hong, Byung sook (1998)	Service mind, effort for product sailing, Knowledge of product, physiognomy, skill of introducing purchase
Jin, Byoung ho Hong, Byung sook (2000)	Evaluation characteristics of fashion product sales person in a department store: Service mind(customer-oriented), effort for product sailing, Knowledge of product, ordinary looking, skill of introducing purchase
Lee, Kyung hi (2000)	Reputation, the attitude for communication, investment for the relationship, character
Lee, Ji young Kim, Mi young(2001)	Customer convenient, kindness- oriented, Knowledge, politeness, introducing purchase, appearance/images, interest
Kim, Sung hee et. al (1999)	Kind attitude, sincerity, product knowledge, coordination ability
Kim, Eun jung Lee, Sun Jea (2002)	Appearance, professionalism, similarity, customer-oriented, ethics, good feeling
Shin, Hye bong Lim, Sook ja (2003)	Effort of sales person in fashion brand store: intimacy respond /consideration for customer, professional service, the effort for customer connecting, communication, abstain from forcing a sales

Hong, Keum hee (2000)	Fitness for officials: factor of satisfaction and respond
Rhee, Young Sun Jeon, Ji Hyung (2001)	Fitness for officials: ability and appearance of sales person, product knowledge, customer service
Kim, Hyeh jung Choi, Sun hyung (2003)	Official ability: recognizing a process of manufacturing a clothing, customer service, customer persuasive power, product knowledge, understanding for companies' policy, setting up a target in selfregulating, fixed customer management
Chung, Ihn hee et.al (2003)	Factors of official fitness: product knowledge, professionalism, involvement in a present job, the quality as a marketing co-worker, customer-oriented, self-administration

Valuational factors for the salesman are divided into the professionalism, selfmanagement, sales force, and customer orientation is to be divided up.

The professionalism is knowledge of customers, products, and stores. The looks, kindness, manner and so on are implied self-management. The sales power includes communication and marketing collaboration skills, and ability to induce the purchase. The customer orientation is coordination ability, and service mind, trust, informing ability and making relationship with customers.

Comparison the factor of shop-masters and salesmen between the literature and field, the position in fashion companies and fashion stores is different. However, the factor is similar between them.

This means that the factor which the shop-master should be qualified is inadequate as professional shop mangers. Specially, Buying coefficient, or the ability to shop operation is not mentioned.

The present condition of shop master certificate of qualification

Qualifications of a shop-master are started by Korea Institute of vocational development in 2001 to cultivate men of talent. In 2004, the qualification was promoted from the private to state registered.

The examination subjects and contents are shown in <Table 3>.

Table 3.
the examination subjects and contents

Level	Section	Curriculum	Total number of question	Note
1st degree	The first objective test	Fashion sense Investigation 2	20 questions	An objective test
		Fashion Marketing	20 questions	
		Sense of Sales	10 questions	
		Sales know-how of fashion store	10 questions	
	The second subjective question	Integration of 4 subjects	10 questions	An subjective question (word/description) Split point on each question

8th degree (National registered)	The first objective test	Fashion sense Investigation 1	20 questions	An objective test
		Fashion Marketing	20 questions	
		Sense of Sales	10 questions	
		Sales know-how of fashion store	10 questions	
	The second subjective question	Integration of 4 subjects	10 questions	An subjective question (word/description) Split point on each question

Source from Korea institute of vocational development, <http://www.kivd.or.kr>

The present educational institution & curriculum for shop master certificate of qualification

<Table 4> shows that specific curriculum contents of the educational institutions which offered the shop-master training courses currently. Also, attending terms and times, tuition fee and other related subject can obtain form the table.

University and organization that established the course are three and five; Konkuk University, Sookmyung Women's University, Kookmin University, and Pro Edu Education Consulting, Donga social education center, FIC Fashion School, SD Fashion Design Institute, and Subin Academy. Related with the program, four universities have opened; Sangmyung university, ChungKang college of cultural industries, Keimyung college university, and Hyecheon university.

The fashion-related expertise (fashion design, coordination, material, color, etc), fashion marketing and distribution-related knowledge (Fashion Marketing, merchandising, retailing, VMD, etc.), and sales-related knowledge (know-how, sense, customer management, etc.) are constructed in the contents of universities. Korea Institute of vocational development lines up the examination subjects; exploring fashion sense, fashion marketing, sales sense and know-how to shop sales.

Table 4.
the present educational institution & curriculum for shop master

educational institution	Period	Payment	Educational Contents
Konkuk University	15 weeks / once a week	530,000 won	Specialized knowledge related with fashion (fashion design, fashion marketing, coordination, fabrics, color, VMD), knowledge of business consulting for fashion brand shop(Know-how and sense for sales, customer management)
Sookmyung women's University	15 weeks/ twice a week (90 hrs)	1,350,000won	<ul style="list-style-type: none"> - the theory of shop manager / Understanding of Fashion - customer satisfaction service / Modern fashion and art - Performing Image I-II / Analysis of Fashion items and details - Selling service skill I-II / Subculture and street fashion - selling point and purchase discourse / understanding of coordination - response by the type of customer / Colors in fashion - Prevention and dealt against a claim of customer/ color testing and coordination - Distributor Monitoring / figure/ Coordination by TPO

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			<ul style="list-style-type: none"> - establishment for desirable sale modeling / Understanding of fashion industry and merchandising - Leadership / understanding of primacy fashion textile - a special lecture of practical business / Planning for apparel product - Check of overall images / Analysis and management of principal fashion materials - Planning of actual used materials in fashion / somatometry and figure conservation - Understanding of Fashion VMD/ Project of Brand renewal
Kookmin University	15 weeks/ twice a week (90 hrs)	1,350,000won	<ul style="list-style-type: none"> Specialized knowledge about fashion(design, MD, Display, coordination, color and etc) Specialized knowledge about distribution related(general knowledge of distribution about selling know-how in fashion shop or a department store
Pro-Edu educational consulting	15 weeks/ twice a week (90 hrs)	1,350,000won	<ul style="list-style-type: none"> - the theory of shop manager(introducing the guide line of shop master certificate qualified)/ Understanding of Fashion - Customer satisfaction service/Modern fashion and Art - Performing Image HI / Analysis of Fashion items and details - Selling service skill HI / Subculture and street fashion - selling point and purchase discourse / understanding of coordination - response by the type of customer / Colors in fashion (Understanding of color including tone/ Image of color arrangement) - Prevention and dealt against a claim of customer/ color testing and coordination - Distributor Monitoring / figure/ Coordination by TPO and figures - CRM & customer management/ Coordination of Men's clothing and colors - establishment for desirable sale modeling / Understanding of fashion industry and merchandising - Leadership / understanding of primacy fashion textile (summaries by the subjects) - a special lecture of practical business / Planning for apparel product(summaries by the subjects) - Check of overall images and R.P/ Analysis and management of principal fashion materials - Planning of actual used materials in fashion / somatometry and figure conservation - Understanding of Fashion VMD/ Project of Brand renewal
DongA Center for continuing Edu	10weeks/ once a week (30 hrs)	450,000won	<ul style="list-style-type: none"> - Introducing and prospect of shop master/ the theory of shop manager - emotion and taste of aesthetic I - emotion and taste of aesthetic II - Sense of selling - Understanding of life in fashion - in the point of hard view - Understanding of life in fashion - in the point of soft

			view - Fashion Marketing/ Fashion merchandising I / Fashion merchandising II - Know how to sell fashion product
Sangmyung University			When get a shop master certification, 2 credits would be recognized as a major unit
ChungKang College of Cultural Industries			Progressing a curriculum for obtaining shop master certificate qualified
KeiMyung College University			Progressing a special lecture of shop master certificate qualified
Hyecheon University			Running shop master training course at the department of Fashion coordination

Anybody can apply for the examination. Course duration is 2-4 months. Total study time is ranged 30-108 hours. Tuition fees are ranged from ₩ 450,000 to ₩ 1,350,000.

Finally, Konkuk and Sookmyung Women's University are awarded a certificate of the president. Konkuk and Sookmyung Women's, Kookmin University, ProEdu consulting Donga social education center state clearly recommendation for employment after completion.

And Konkuk and Sookmyung Women's University, ProEdu are benefit of entering upon university, Sangmyung University approved the certification as a major credit.

The actual point of the training course for shop master certification

In <Table 4>, main problems are detected. Firstly, the acquisition is requested usually too expensive license fees which the average is ₩ 770,000.

Second, in despite of including fashion marketing, merchandising, distribution, and customer management into the curriculum indispensably, most organization has focused on the fashion sense and sales in the content of course. Because the shop-master should acquire customer management, knowing merit and demerit of product, and customer service.

Since practical affairs are more important than the knowledge of theories, thirdly, the educational agencies should establish the course of an actual training in the field. The shop-master do function earner at the forefront.

Distance education and e-learning

Distance education and e-learning

With the development of information society and information and communications technology, the internet has changed the education system rapidly, especially continuing education .

The gigantic increasing and reducing the life cycle of information make a demand of continuing education bigger. Recently, a lot of research has predicted that a dynamic network model what to share the accumulative knowledge, techniques and experiences due on connecting with society, in-

stitutions and families is claimed. Especially, the e-learning will be a main formation of continuing education.

The concept of distance education and e-learning is different slightly. The distance education is separate lecture between students and a professor by physical and time. It is realized by traditional media such as electronic media, printed materials, radio, and TV. In the other hand, e-learning is a form of Internet technology based.

However, the generalization of internet propelled toward placing remote education and e-learning in the same category. Therefore, e-learning is focused on this paper.

Concept of e-learning

E-learning, an abbreviated word of electronic learning, is comprehensive concept of all education system being provide with the electronic-based which includes the broadcasting media and WBT: Web Based Training

Various terms, such as on-line, web-based, and cyber education, are in common use as the similar definition; however, the concept has united to e-learning because of the meaning of the terms. (Myung Hwan Yoo and In Young Choi, 2000)

<Table 5> shows definitions of e-learning (yubyeongmin and others, 2006; yuksanghui, 2002; mjeonghun, 2007 jaenyong). Main characteristics are below.

Table 5.
Definition of e-learning

Researcher	Definition of e-learning
Rosenberg (2000)	E-learning refers to the use of internet technologies to deliver a broad array of solutions that enhance knowledge and performance.
Horton (2001)	E-learning can be defined broadly as any use of Web and Internet technologies to create learning experience
Bozarth (2005)	Any training or performance support delivered with any mechanism provided by computer: on the web through a CE or DVD, or by performance support tools, like checklists and descriptions of processes, available electronically.
Khan (2004)	E-learning can be viewed as an innovative approach for delivering well-designed, learner-centered, interactive, and facilitated learning environment to anyone, anyplace, anytime by utilizing the attributes and resources of various digital technologies along with other forms of learning materials suited for open, flexible, and distributed environment.
Cisco System (2004)	E-learning is defined as the web-based teaching-learning system for anyone, anyplace, anytime to can access to information and knowledge
ASTD (2001)	E-learning is defined as the computerization of the educational process. E-learning may include virtual classrooms for cal center representatives, corporate-wide learning management systems, and synchronous learning events for managers, CD-ROM-based new employee training, and interactive, asynchronous learning interventions for salespersons.
Jung, In sung Choi, Sung hee (2002)	E-learning means internet or various electronic media based learning system that served an information, curriculum and various type of study environment in the learner based condition of flexibility and interaction

Clark & Mayer (2003)	E-learning is defined as instruction delivered on a computer by way of CD-ROM, Internet, or intranet "e" in e-learning refers to the "how"-the course is digitized so it can be stored in electronic form. The "learning" in e-learning refers to the "what"-the course includes content and ways to help people learn it-and the "why"-that the purpose is to help individuals achieve educational goals or to help organizations build skills related to improved job performance.
Lee, In sook (2002)	E-learning pursues the open learning space that is distributed by maximizing the interaction with the internet-based.
e-learning Industry Development Act (2003)	E-learning is a kind of learning system which was composed with utilizing electronic means, information and broadcasting technique.
Yan, Hye kyung Lee, Kyung sun (2004)	With using the technique of information, anytime, anywhere and anyone can perform different levels of personalized learning system.
Lim, Jung hoon (2007)	E-learning is a kind of learning system that performed various types of learning experience through the interactional and self-leading study which transcend the time and space in the flexible learning environment by being embodied with internet based electronic media

First, e-learning is based on electronic media of Internet-based. Basically the Internet and e-learning is that the network system is based on the means.

Second, important points of the e-learning are whoever, wherever, and whatever they want to study. This means that e-learning can construct the open, decentralization, and flexible study circumstance.(Lim, Jung hoon, 2007)

Third, the learning is able to incite interactions, which could be a main advantage of the internet, among faculty and students, and learners and learning.

Fourth, the learning incites multifarious configurations and self-centered learning activities.

Components of E-Learning

In order to embody E-Learning, contents for study programs, connectivity to deliver the contents and community were required.(Myung Hwan Yoo and In Young Choi, 2005)

Contents were usually used on documents, books and other information. And due to the rapid growth of Internet, it commonly named digital information that was offered by convergence network (Byeong Min Yu et.al. 2006).

However, e-learning contents include all the Web-based contents which are designed to achieve educational goals, or produce for the purposes of education, or are related to education.

For embodying contents of distance education, there are various ways that the way to sit/watch and teaching materials to explain how), to lecture with using the black or white board, chroma method(watching and teaching on the 3D desktop area), SYNC(explaining lecture with pen-based) and Win cam(mainly used for a practice lecture which explains a process of running the program or uses a computer note such as PPT with electronic pen-based)(Lee Hyang A, 2003). However, the way in realizing of e-learning contents is similar with distance ducation unlike existing medium of remote

education and it could be divided into 4 contents: type of leading by a lecturer, courseware, VOD-audio and text-based.

Leading by lecturer was produced timely, based on teaching materials of VOD or Audio.

Type of courseware was made up with systematical, linear and non-linear courses to could learn. Type of VOD-audio is the way of producing for recording data of off-line teaching or, reading out the data which was on film in studio by the similar way. Text-based is the contents of document-centered for aiming of learning.

Infrastructure (connectivity) is all sort of delivery system and support system of e-learning for connecting between a learner and contents. And it included the hardware, software, infrastructure of relating network system, e-learning platform for serving a studying environment and tools for developing contents.

The tools could be divided into for Rich media presentation, using by WBT, VOD contents and text-based.

The type of contents development can be classified as real-time type, community-voiced type, HTML type, handbook/test type and movie type in accordance with technical based(software solution for composing the content) when is used for developing contents foe e-learning.(Byeong Min Yu et.al. 2006)(<Table 6> reference)

Table 6.
Type of developing e-learning contents

Type	Explanation
Real-time	Lector and student should contact at specific time in cyber space and lector make progress learning. This type has a merit that could interact between them. However, they felt a stress about being in time on the computer so, it regarded as a difficulty to an administrator for running in time without a hitch.
Community	This site is a kind of list page where offer an answer to learner's question and teaching program. Generally, it is used to be a community site.
HTML	It has two kind of using method. One is used as secondary medium for faced to faced education or long-distance education. The other is used as main medium for teaching whole or partial course.
Test paper	This service is the way of sending a text paper to learner via internet to teach learner individually. Most of this service offer an sham examination to student and mark examination paper on internet.
Type of VOD-audio	Content is the way of video lessons and it recorded an actual lecture in the classroom and it was provided on the web with PPT file by teaching staffs.
Text-based	When student learn to use the text, they can pay attention themselves on the course and control a level of curriculum with their learning ability. Moreover, it is very effective to get their verbal point across and can give an accommodation to learners with reading skills

Community is based on infrastructure and content for learning and composed with students, professors and host by a smooth communication.

As previously stated, e-learning system, a distance education, have changed the paradigm of education by the influence of knowledge information-oriented in the 21st century. The introduction of the concept of lifelong education of learners anytime, anywhere to learn the e-learning system has been

spreading rapidly.

Moreover, as distance education e-learning in the educational system of the existing gyosuja was the center - the center of the learning paradigm, a change of view led to the learners.

Consequently, it can be shown learner-centered learning, self-directed learning, resource-based learning and flexible learning(Lee Hyang A, 2003).

The experience based on e-learning that are self-directed learning of learner-centered, resource-based learning and flexible learning conduct to learner for making up themselves an educational environment according to their interesting and need so, it provide an opportunity for learner to be offered as the theme of lifelong learning above the physical education system.

Shop master training course with being adapted of e-learning

The way of shop master certification training course by e-learning

I would like to set the direction of certification education program by completing a problem of shop master training program by e-learning.

First, it offered an opportunity to have a systemic good quality education with low-price which aimed to a life long education and e-learning.

Second, by using merits of e-learning that served an education contents to anyone, anywhere and anytime, it offered good quality educational opportunity where is almost done in the national capital region to an application for shop master who have studied in fashion and already worked for fashion brand retailer.

Third, it would like to furnish a form of learning for inducing a reciprocal action and self-directed learning between teacher and learner or learners.

Forth, it was discussed on the contents of shop master training course about the knowledge about circulation, store administration and know- how to sale fashion product and it is essential to manager of fashion brand store.

Fifth, it was dealt with facing practical training time which is regarded as weakness of the type of distance education (e-learning). It means that the facing practical training time is about the contents of fieldwork such as 8 hours of workshop or internship program, not about theoretical.

The embodying method of e-learning on the shop master certification curriculum

In the light of mentioning about e-learning, in this chapter, I would like to set goals of shop master certification training course and, suggested approach to the curriculum as followed.

- Development of e-learning content: contents were developed by the way of video lectures and it recorded an actual lecture in the classroom and it was provided on the web with PPT file by teaching staffs.

The video lecture is, as the mention of Lee Hyang A (2003), it have a good point of repeated lessons and it affect to increase learning motivation and studying desire by offering a curriculum file to learner.

- The manner of lecturing of the teaching staff was applied the method of SYNC that is about explanation method by using electronic pen with watching study materials through a monitor.

The design of certification training course in shop master's education based on e-learning

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The education target

- 1) The public whose is preparing the shop master certification qualified?
- 2) The employee who have worked at department stores and fashion product retails
- 3) The fashion product retailer who want a promotion to shop master or manager

The example of number of hours educated and training methods

As shown on <Table 7>, training methods were done by on-line lecture, workshop, filed practice and testing.

Table 7.

Number of hours educated and training methods of shop master certification curriculum which based on distance education

Section	Methods	Unit	Number of hours	The quality of education & process	Note
Theory	Open a course, Special lecture	1	2	Opening Ceremony and orientation, Special Lecture	
	Internet Lecture	20	40	15weeks (twice a week, 2hrs for lecture) 2hrs * 2 times * 15 week? = 60 hrs	e-Streaming (Lecture and teaching plan were provided to students in the same time
	Final test	1	2	all about the curriculum	Internet test
Practice	Work shop	2	8	Lectures from shop master on service or extensive official experienced lector	
	Official Practice	1	8	Job training or store-based education at a department store or well-known brand store	
Total			60		

The design of shop master certification training course by basing on E-learning

The example of curriculum for shop master certification, based direction, implementation and design of the curriculum, is same with <Table 8>.

Table 8.

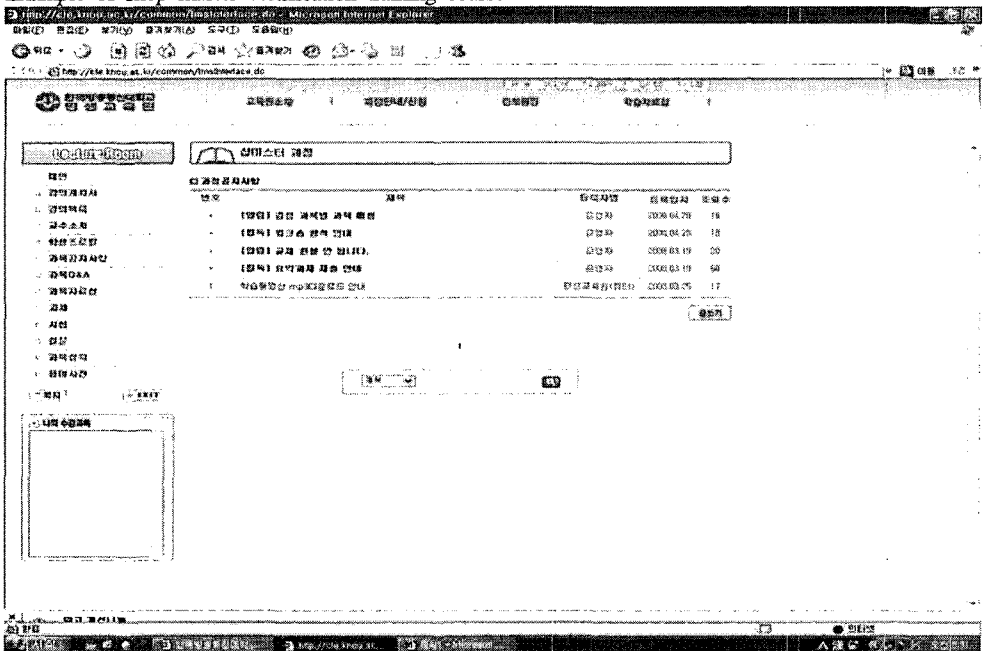
Education contents of shop master certificate of qualification with e-learning

Educational Contents	Examined Curriculum	Main items
Fashion Expert	A Study on fashion sense	aesthetic consciousness, Fashion sense and fashion look, Fashion trend, Fashion coordination including Men's clothing, A theory of colors in fashion

Fashion Marketing	Fashion Marketing	Fashion product / Fashion Industry, Company/ 4P, Planning process of product
Distribution of fashion product and fashion store management	Selling sense	Fashion store, Distribution and promotional strategy for fashion store Behaviors by the characteristic of customer who buy a fashion product and purchasing characteristic, coordination by figures and seasons Introducing a worldwide prestige brand, the most four famous collections in the world
Sales knowhow of fashion product	Know-how of selling in the store	A theory of Shopmaster, Roles and importance of shop master Importance of customer service mind, the 7 steps of purchase psychology of customer The 10 steps of practice guidelines for the store, Skills of selling, claim treatment, management of fixed customer and Plans for motivation to the employee

On the main page of e-learning, various sub contents were shown. One was for supporting self-directed learning including the guidance, calendar and the lecture contents and the other was for managing a flexible learning efficiently between the lecture and the learner or the learners.

Table 9.
Example of shop master certification training course



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http://ce.lnau.ac.kr/ceonline/insbinterface.do - Microsoft Internet Explorer

http://ce.lnau.ac.kr/ceonline/insbinterface.do

신마스터 과정

메인
 강의계획서
 강의목차
 학습소개
 학생정보
 원격강좌사양
 원격OAA
 원격자료실
 과제
 시험
 상담
 원격성적
 원대사건

1. 내역/차수 : 2000/1
 2. 학습기간 : 2000.03.17-2000.06.20
 3. 2차 : 1명만교육

원격자사양
 원격강의실
 원격교수실

순차	강명	강의일	학습기간	학습대상
1	강의실	분과별 학습	2000.03.17 ~ 2000.06.20	
2	강의실	원격OAA (1/3/10)	2000.03.18 ~ 2000.06.20	
3	강의실	원격OAA (2/3/21)	2000.03.20 ~ 2000.06.20	
4	강의실	원격OAA (3/24)	2000.03.21 ~ 2000.06.20	
5	강의실	원격OAA (4/26)	2000.03.23 ~ 2000.06.20	
6	강의실	원격OAA (5/28)	2000.03.28 ~ 2000.06.20	
7	강의실	원격OAA (6/31)	2000.03.31 ~ 2000.06.20	
8	강의실	원격OAA (4/2)	2000.04.02 ~ 2000.06.20	
9	강의실	원격OAA (1/4/4)	2000.04.04 ~ 2000.06.20	
10	강의실	원격OAA (2/4/7)	2000.04.07 ~ 2000.06.20	
11	강의실	원격OAA (1/4/9)	2000.04.09 ~ 2000.06.20	
12	강의실	원격OAA (2/4/11)	2000.04.11 ~ 2000.06.20	

http://ce.lnau.ac.kr/ceonline/insbinterface.do - Microsoft Internet Explorer

http://ce.lnau.ac.kr/ceonline/insbinterface.do

신마스터 과정

메인
 강의계획서
 강의목차
 학습소개
 학생정보
 원격강좌사양
 원격OAA
 원격자료실
 과제
 시험
 상담
 원격성적
 원대사건

원격OAA

순차	강명	강의일	학습기간	학습대상	교과목
1	원격OAA	원격OAA (1/4/4)	2000.04.04	42	
2	원격OAA	원격OAA (2/4/7)	2000.04.07	11	
3	원격OAA	원격OAA (3/4/10)	2000.04.10	6	
4	원격OAA	원격OAA (4/4/13)	2000.04.13	6	
5	원격OAA	원격OAA (5/4/16)	2000.04.16	4	
6	원격OAA	원격OAA (6/4/19)	2000.04.19	28	
7	원격OAA	원격OAA (7/4/22)	2000.04.22	34	

Conclusion

Since 1990s', due to the rapid changes of the environments of fashion product retail, the role of shop master was focused and the market felt the need of the shop master certification training course so, the 1st of the shop master certification qualified was enforced.

Therefore this research was aimed to approach the frame work of the shop master certification training course which voiced on E-learning and showed the examples. And the summary of research process o was followed.

First, the requirements for shop master as professional of managing fashion store are expert, self control, sales power and customer orientation. Expert as a fashion product seller included knowledge of shop, product and customers and career awareness. Sales power means the skill of communications, marketing corporation and inducing purchasing. Customer orientation included a coordination, customer service, communication and confidence.

Second, problems of shop master certification training course where is establishing in University including colleges and institutions were expensive tuition fee, concentration of educational institution in metropolitan and curriculums. Especially, the curriculum was stressed on fashion sense and sales so, the contents about fashion marketing, merchandising, retail and costumer management which is needed for the manager of fashion brand store were the lack of information.

Third, e-learning, based on internet-media, is created a flexible environment for study over time and space. And it leads an interaction between the lecture and the learner including learners and self-directed learning.

Forth, the essences for carrying e-learning were required contents, various delivery and support system for connecting to the learners and the contents and, learning communities

Fifth, the examples of developments for the shop master certification curriculum are as follows.

For methods of the e-learning implement, the video lesson and SYNC were applied and the training courses were designed with 60 hours for the lesson, on-line lecture, internship program, work shop and final testing. Curriculums are made up with the expert knowledge about fashion, marketing, retails including store management and know how to sale fashion product. And the on-line web site for e-learning serviced with the contents of class contents, plans, noticed, Q&A, homework, tests, questionnaires and the definition of the term.

Relating with the research results as it mentioned above, I would like to recommend some about the shop master certification curriculum and the e-learning development process.

First, in this research, the shop master certification training course was constituted within the frame work of *Korea institute of vocational development*.

However, for conducting the role of shop master as a professional shop manager, the whole opinion of the academic and the industry world about the definition of shop master including curriculums must be collected and need to reset and research about it more generally.

Second, the analysis of the learner should be researched in the future with the development process of training course.

Third, the study on job training and a course of subject of design department would be more researched because practice curriculums were dominated in a field of clothing& textile.

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- Soongwui Women's college New Media Design Center <http://www.sewc.ac.kr/>
- School of Coordination Design, Hyecheon University, <http://hcc.ac.kr/dept/art/fashion/>
- KeiMyung College University Division of Fashion Design <http://km-fashion.co.kr/>