MDSE 4040 VISUAL MERCHANDISING – Fall 2011

Lecture: Tuesday; Lab: Thursday Class 9:00 – 10:50 am, Chilton Hall, 387

COURSE DESCRIPTION (3 hrs):

Study and application of display principles as related to visual merchandising. Development of individualized plans for opening a small retail store. ***(Additional lab supplies will be required to be purchased).***

OBJECTIVES: After successfully completing this course a student should be able to:

1. Gain a working knowledge of terminology pertinent to the field of visual merchandising and display.
2. Develop the ability to evaluate visual merchandising presentations, both window and interior display.
3. Plan, design, and install displays, primarily window displays.
4. Develop an understanding of problem-solving in designing the interior layout of a small retail store.
5. Understand the importance of store layout, space allocation, and merchandise presentation as a factor in maximizing department / store sales and profit.

TEXT: Silent Selling by Judith Bell and Kate Ternus.

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (SMHM Department)
E-MAIL: Sanjukta.Pookulangara@unt.edu

OFFICE HOURS: Monday/Wednesday – 11:30 – 1:30 pm
Additional conference available by appointment

PREREQUISTITES: Students must present a copy of their transcripts by the second class meeting indicating completion of DRTL 2090 OR HFMD 2400 OR MDSE 2490 with a grade of at least a "C." Please highlight the relevant classes on the transcript.

Blackboard: ecampus.unt.edu (online course accessory). This course is enriched with a Web CT component. Therefore, students must know their EUID and password.

Special Note: *Many of the projects will utilize basic computer programs in MS Word, MS PowerPoint and Paint program. The student will be required to purchase particular supplies beyond the textbook for lab experiences. There are three exams and a final exam.* ***The final will be comprehensive****. Presentations are expected to be professional including professional attire. This course covers many facets with the purpose of preparing the student for the future; therefore, the course does expect a considerable amount of work from the student.*

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

COURSE REQUIREMENTS AND GENERAL INFORMATION

ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.

- A grade of C or above must be earned in each merchandising, digital retailing, and hospitality management course completed in residence or transferred to UNT.

- Academic requirements for graduation with a BS in Merchandising. Digital Retailing, and Home Furnishings from the School of Merchandising and Hospitality Management include:
    - A minimum GPA of at least 2.25 on all courses completed at UNT.
    - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes SMHM, MDSE, HFMD, DRTL and HMGT.
    - A minimum of 2.25 GPA in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2011-2012 Undergraduate Catalog.

ACADEMIC ADVISING

- The SMHM Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

- **Departmental Contact Information (Chilton Hall 385):**

Assistant Director of Advising (Digital Retailing)	Lynne Hale, Ph.D.	940.565.3518
Merchandising (A-L)	Sarah Kim	940.565.2434
Merchandising (M-Z) and Home Furnishings	Keeley Simpson	940.369.5304

- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.

- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day (September 8) to insure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. SMHM will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT Fall 2011 DATES

August 24	Last day for 100 percent refund
August 31	Last day to change schedule other than a drop.
September 5	Labor Day – No Classes
September 8	Twelfth class day
September 9	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 10	Apogee Stadium Opens for first Home Game - Game time 6:00 pm
September 15	Graduation applications due
October 5	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 22	Homecoming – Join us for pre-game fun!
October 28	Last day for a student to drop a course with consent of instructor.
November 18	Last day for an instructor to drop a student with a grade of WF for nonattendance.
November 18	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
November 24-27	Classes dismissed for Thanksgiving holiday. University closed.
December 3-9	Pre-finals week
December 9	Reading day. No classes.
December 10-16	Finals week.
December 16	Master's commencement
December 17	Undergraduate commencement

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or advisor** who will then help you navigate the Chain of Command shown below:

University of North Texas
SMHM Academic Chain of Command

Individual Faculty Member/Advisor

↓

Division Chair

↓

Associate Dean, School of Merchandising and Hospitality Management

↓

Dean, School of Merchandising and Hospitality Management

QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The School of Merchandising and Hospitality Management cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the *end of the first week* and make an appointment with the instructor to discuss your needs.

COURSE SAFETY STATEMENTS

Students in the School of Merchandising and Hospitality Management are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and

Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The School of Merchandising and Hospitality Management requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Class attendance will be recorded daily. Regular and punctual attendance is expected. Please be considerate of your classmates and come ON TIME! Absences will be excused on providing relevant documents. **These documents need to be presented to the instructor on the day the student resumes classes.** Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification. **If the student has more than 3 absences which are undocumented it may lower the grade by one letter.** You are responsible for attending each class meeting and secure your own notes from another student in the class. **Poor attendance may result in the lowering of the final grade.**

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, SMHM events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX

Any SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, faculty will keep students updated using blackboard regarding assignments and class material.

GRADE DETERMINATION

Exam (300 pts.): Four exams will be given. Exams will be divided purposefully between items to assess the student's experience with the reading material and familiarity with the materials presented in class (e.g., video material, handouts, and lectures). You may drop the lowest scores of the three exams, final is comprehensive and mandatory.

Creating and Communicating the Brand Image (355 pts.): This project encompasses the entire visual merchandising process. This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester. **Please remember to utilize the class time for group meetings**

Store Comparison **(50 pts.):** This project requires the student to visit similar stores and compare them on the concepts learned in the class

Tentative points for various assignments and exams during the semester are as follows:

Exams: 300 pts.
Window Display @100 points for each window: 200 pts.
Business Project: 355 points
Other Projects: 90 pts.
Store Comparison: 50 pts.

Detailed requirements for projects, field trips, and special events will be distributed throughout the semester. If you are absent on the day an assignment is distributed and discussed, it is your responsibility to obtain the necessary information.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

Total Points Possible: 995

90 - 100% = A = 896 -905	60-69% = D = 597 - 696
80 - 89% = B = 796 - 895	Below 60% = F = 596 and below
70 - 79% = C = 697 - 795	

.
* Cell phone/pager penalty = -25!

Tentative Course Calendar

Week of:	Tuesday	Thursday
Aug 23/25	Closed	Introduction to Course, Business Project Overview Form Teams Teams will choose team leaders and team names – please email the details to my outlook address – only by the team leader – due by August 30, 2011
Aug 30/ Sep 01	Chapter 1: Creative Thinking: Getting out of the box Chapter 2: What is Visual Merchandising?	Business Image Window Project Assignment – Details provided Teams select their window display dates
Sep 06/08	Chapter 3 – Core Design Strategies *Teams will work on the first window sketch. All the team members need to be present.*	Teams will work together to form their strategies – Teams need to have selected their location, the kind of merchandise they will carry in their store and their store name prior to coming to class. The strategies have to be signed off by the instructor at the end of the class period. If they are not signed off you will lose all the points for this assignment.
Sep 13/15*	Chapter 8 - Signing *Store Information Assignment due*	Mockshop software – Details will be provided- In class assignment
Sep 20/22*	Chapter 4 – Layout and Fixture for Fashion Apparel *Store Atmospherics - Assignment due*	Exam 1 – Chapter 1,2,3,8, Business Image Teams can work in the lab on mockshop. The students who were unable to complete their lab on Sep 15 can do so today.
Sep 27/29	Chapter 9– Lighting Layout assignment in Class *Signing - Assignment due* *Mockshop Assignment due*	Teams will create their lighting and floor layouts in the lab, all team members need to be present!!! Points will be taken off for absent team members!!
Oct 04/06*	Chapter 5 – Fashion Apparel Wall set ups Chapter 6 – Fashion Apparel and Accessory Coordination *Fixture and Lighting Layout Assignments Due*	Wall Elevation Assignment in class using mockshop. Teams working on windows can start work on their windows either before or after class is done, please meet with me.
Oct 11/13*	Chapter 13: Mannequins and Mannequin Alternative *Wall Elevations - Assignment due*	Exam 2– Chapter 4 , 5, 6, 9
Oct 18/20*	Trend Lecture *Mannequin Assignment Due*	Teams will sketch trend windows. Very Important: You need to know the trend before coming to class. The trend paper, the trend board and the trend window all of them need to showcase the same "trend"
Oct 25/27*	Chapter 12: The magic of the Display Window *Trend Board Paper due*	Fashion Accessory Assignment – Create a look book - please bring magazines from home.
Nov 01/03*	Chapter 7 – Home Fashion Presentation *Window Display Assignment Due*	*Trend Board Presentation* - The teams who are working on windows will go first Home Fashion Assignment
Nov 08/10*	Exam 3– Chapters 7, 12, 13 and Trend Lecture	Store Comparison Assignment – Details provided Home Furnishing Bonus Assignment; *Final budget due*
Nov 15/17*	Store Comparison Assignment - Field Day	Store Comparison Assignment - Present in class **ONLY the teams who were working on windows on 11/10 – You can work on the bonus home furnishings assignment**
Nov 22/24	Chapter 11 – Nontraditional retailing Chapter 14 – Building a Visual Merchandising Department Chapter 15 – Visual Merchandising Careers	Thanksgiving!!
Nov 29/ Dec 01*	Project Presentation – ***The Final Project is due today for all the teams.***	Project Presentation
Dec 06/08	Project Presentation	Portfolio Due OR E-portfolio due
Dec 13/15	Final Exam December 13, 8:00 am – 10:00 am	

** Window Display*