

SMHM 4660 ADVANCED MERCHANDISING APPLICATIONS – Fall 2010

Lecture: Monday/Wednesday 2:00 – 3:50 pm, WH 113

COURSE DESCRIPTION (3 hrs):

Students gain experience using the case study method in a variety of apparel and home furnishings industry environments. Emphasis is on analysis, problem solving, and critical thinking in business situations.

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

1. To encourage critical thinking through the application of merchandising theories and principles in industry situations
2. To involve students in the process of orderly thinking and analysis that is required for logical decision-making.
3. To develop interpersonal skills required to express thoughts, ideas, and feelings within a group.
4. To develop a diversity of perspectives.

INSTRUCTOR: Dr. Jessica Strubel-Scheiner
OFFICE: 342C Chilton Hall
PHONE: 940-565-2436 (SMHM Department)
E-MAIL: jessica.strubel@unt.edu
OFFICE HOURS: Tuesdays & Thursdays 1:00-3:00 pm or by appointment

Blackboard: This course is enriched with a Black Board component. Therefore, students must know their EUID and password.

***Special Note:** Many of the projects will utilize basic computer programs in MS Word, and MS PowerPoint. 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.*

COURSE REQUIREMENTS AND GENERAL INFORMATION

ACADEMIC REQUIREMENTS

- Students entering the School of Merchandising and Hospitality Management 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 and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
 - a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
 - b. A minimum of 2.25 grade point average in all courses completed at UNT; and
 - c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 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 331):**

Hospitality (N-Z) and Digital Retailing	Lynne Hale	940.565.3518
Hospitality (A-M)	Ernestine Denmon	940.565.4810
Merchandising (A-O) and Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Megan Joyce	940.369.5304

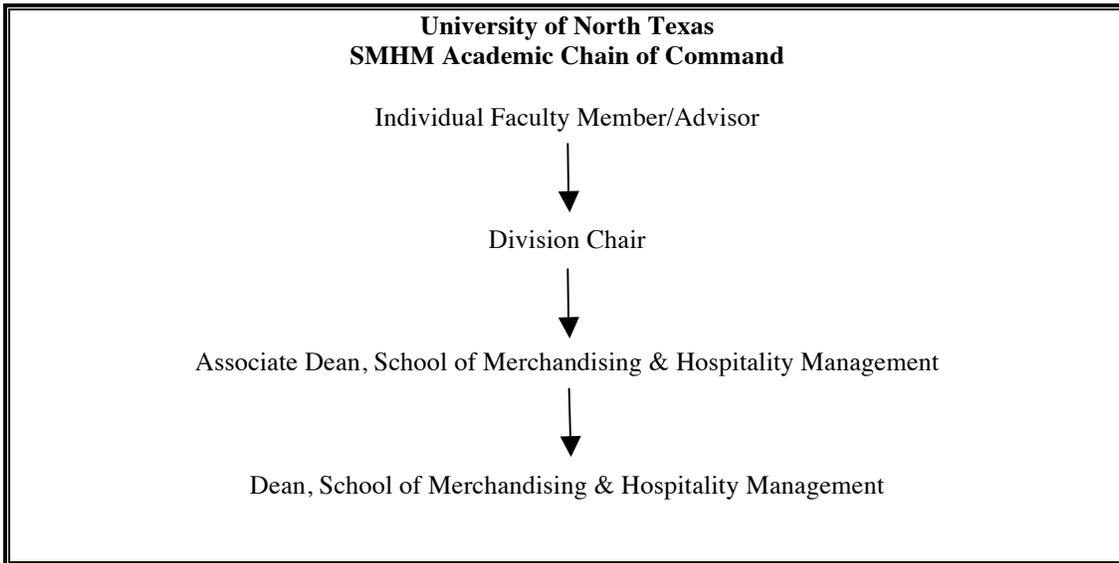
- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day (September 9) 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 2010 DATES

August 25	Last day for 100 percent refund
September 1	Last day to change schedule other than a drop.
September 9	Twelfth class day
September 10	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 16	Graduation applications due
October 6	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 16	Homecoming
October 29	Last day for a student to drop a course with consent of instructor.
November 19	Last day for an instructor to drop a student with a grade of WF for nonattendance.
November 19	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
November 25-28	Classes dismissed for Thanksgiving holiday. University closed.
December 4-10	Pre-finals week
December 10	Reading day. No classes.
December 11-17	Finals week.
December 17	Master's commencement
December 18	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:



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.

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).

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 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. This includes "courses in a box" from other educational institutions (SMHM 2550, 4250, 4820, etc.). "Courses in a box" do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

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.

GRADE DETERMINATION

Topic of the Day (200 points @ 100 points each)

Groups of two/three students will lead the class TWICE in the discussion on the “Topic of the Day”. There will a different topic assigned for each week (details attached to syllabus). The discussion should be well thought out and must provide relevant information.

Article Seminars (330 points @ 30 points each)

Students will read industry and academic articles pertaining to the weekly topic. Each student will then develop *at least* three substantive questions and possible responses to be turned in at the beginning of class and then discussed during class. You will be grade on written work and discussion participation. ARTICLES WILL ALWAYS BE POSTED ON BLACK BOARD.

Case Studies (330 points @ 30 points each)

Students will read the assigned case studies, answer the accompanying questions, and participate in daily classroom discussion. You must always answer the major question and the study questions for case studies. You will be grade on written work and discussion participation. CASE STUDIES WILL BE DISTRIBUTED IN CLASS OR POSTED ON BLACK BOARD.

- MAJOR QUESTIONS require 2 alternative solutions
- Discuss the advantages and disadvantages of your 2 alternative solutions

Global View Paper (100 points)

Students will use a qualitative research tool to examine a global trend in merchandising. Details discussed below.

Course Portfolio Review: Details will be discussed in class.

Topic Discussions	100 points each	200
Article Seminars	11 at 30 points each • 20 points for written work • 10 points for participation	330
Case Studies	11 at 30 points each • 20 points for written work • 10 points for participation	330
Global View Paper		200
TOTAL		1060

Grade Determination

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

- | | |
|---------------|---------------|
| 90 - 100% = A | 60-69% = D |
| 80 - 89% = B | Below 60% = F |
| 70 - 79% = C | |

Tentative Course Calendar

Week	Date	Topic	Readings	Due Dates
1	Aug. 23 Aug. 25	NO CLASS: Campus Closed NO CLASS: Campus Closed		

Week	Date	Topic	Readings	Due Dates
2	Aug. 30 Sept. 1	Introduction to class, review of assignments, <i>Meet with your group members, Merchandising Concepts Merchandise Management</i> <i>Merchandising Trends</i> <i>Meet with your group members</i>	"The Outsider" "I'll Never Buy Again"	Case Study Discussion Article Discussion
3	Sept. 6 Sept. 8	NO CLASS- Labor Day <i>Retailing Formats & Structures</i> (Group #1)	"Jumbo e-retailers"	Case Study Discussion
4	Sept. 13 Sept. 15	<i>Merchandise/Store Positioning</i> (Group #2) <i>Merchandise/Store Positioning</i> (Group #3)	"Hunka-Hunka of Burning hot" "Brand Analyses"	Case Study Discussion Article Discussion
5	Sept. 20 Sept. 22	<i>Merchandising Technology</i> (Group #4) <i>Trend Forecasting</i> (Group #5)	"Sharpening your e-commerce spend" "Fashion Forecasting"	Article Discussion Article Discussion
6	Sept. 27 Sept. 29	<i>Merchandise Planning (merchandise classifications, assortments)</i> (Group # 6) <i>Merchandise Planning (pricing)</i> (Group # 7)	"Subpar inventory" "Tough Sale"	Case Study Discussion Article Discussion
7	Oct. 4 Oct. 6	<i>Product Development</i> (Group # 8) <i>Product Development</i> (Group # 9)	"Optimal re-order decision making" "Data mining"	Article Discussion Article Discussion
8	Oct. 11 Oct. 13	<i>Sourcing (Resources, technology, buying)</i> (Group # 10) <i>Global Sourcing</i> (Group # 1)	"The Saudi Arabian Sample" "From Global Cities to Land's End"	Case Study Discussion Article Discussion
9	Oct. 18 Oct. 20	<i>Retailer/Vendor Relationships</i> (Group # 2) <i>Marketing Channels & Distribution</i> (Group # 3)	"Celebrity Fragrances" "Dress Model Technology"	Case Study Discussion Article Discussion
10	Oct. 25 Oct. 27	<i>Personal Selling</i> (Group # 4) <i>Personal Selling</i> (Group # 5)	"Beware of dissatisfied customers" "Should we delight the customer?"	Case Study Discussion Article Discussion
11	Nov. 1 Nov. 3	<i>Sales Promotion</i> (Group # 6) <i>Sales Promotion</i> (Group # 7)	"The Co-op Advertising Fiasco" "Show & Tell"	Case Study Discussion Article Discussion
12	Nov. 8 Nov. 10	<i>Entrepreneurship</i> (Group # 8) <i>Entrepreneurship</i> (Group # 9)	"When a Small Business..." "Many Tasks..."	Case Study Discussion Case Study Discussion
13	Nov. 15 Nov. 17	<i>Ethics & Legal Behavior</i> (Dr. Strubel) <i>Ethics & Legal Behavior</i> (Group # 10)	"Mexico's Squid Sweatshops" "Abercrombie & Fitch"	Article Discussion Case Study Discussion GLOBAL VIEW PAPER DUE
14	Nov. 22 Nov. 24	Global View Presentations Global View Presentations		
15	Nov. 29 Dec. 1	Global View Presentations Career Case Presentations		

Week	Date	Topic	Readings	Due Dates
16	Dec. 6 Dec. 8	Global View Presentations Portfolio check A-L Global View Presentations Portfolio Check M-Z		
17	Dec. 13	FINAL EXAM: Monday, 12/13 1:30-3:30		
*****ALL DUE DATES AND ASSIGNED READINGS ARE SUBJECT TO CHANGE*****				

ASSIGNMENT DUE DATES

Assignments are **due at the beginning of the class period** on the specified date. After the **beginning of class**, assignments are considered late and are downgraded at the **rate of 10% for each calendar day late**. All late assignments are to be turned in at the SMHM Main Office (Chilton 331) and date stamped and placed in the instructor's mailbox/office. Assignments placed under the instructor's office door will **not** be accepted. Students are expected to adhere to both written and oral instructions regarding assignments. Failure to adhere to assignment guidelines may result in a reduced grade.