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. \( \text{(Additional lab supplies will be required to be purchased).} \)

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.
2. Develop the ability to evaluate visual merchandising presentations.
3. Plan, design, and install displays, primarily window displays.
4. Develop an understanding of problem-solving in designing the interior layout of a 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: Tuesday/Thursday– 8:00 am – 9:00 am and 2:00 – 3:00 pm
Additional conference available by appointment

PREREQUISITES: DRTL 2090, HFMD 2400 or MDSE 2490, with a grade of at least a “C. Major in merchandising or home furnishings merchandising.” 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

ADMISSION AND PRE-MAJOR REQUIREMENTS

Beginning Fall 2012, students entering UNT who wish to pursue the Bachelor of Science with a major in merchandising, home furnishings merchandising or digital retailing enter as pre-majors. Before applying to major status, pre-majors must complete at least 30 hours of college course work. Courses vary by major so it is important to discuss with a CMHT adviser.
ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.50 on all courses completed at UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.50.
- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality &Tourism (CMHT) include:
  - A minimum GPA of at least 2.50 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 CMHT, MDSE, HFMD, DRTL and HMG.
  - A minimum of 2.50 GPA in all work attempted, including transfer, correspondence, extension and residence work.

Important for Timely Graduation

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation.

For additional information regarding requirements and policies, refer to the 2012-2013 Undergraduate Catalog.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://financialaid.unt.edu/sap for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

- The CMHT 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):

| Advisor and Interim Advising Supervisor | Keeley Simpson | 940.369.5304 |
| Advisor | Sarah Kim | 940.565.2434 |

- 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 12) 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
Fall Syllabus 2012 – MDSE 4040

change fees, etc.  CMHT 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 2012 DATES

September 3   Labor Day – University Closed
September 13  Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 14  Graduation applications due
October 10    Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 22    Early registration begins by classification for summer and fall 2013.
November 7    Last day for a student to drop a course with consent of instructor.
November 21   Last day for an instructor to drop a student with a grade of WF for nonattendance.
December 1-7  Pre-finals week
December 7    Reading day. No classes.
December 8-14 Finals week.
December 14 & 15 Commencement – Details to be announced.

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 College of Merchandising, Hospitality and Tourism 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 College of Merchandising, Hospitality and Tourism 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 medical 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 College of Merchandising, Hospitality and Tourism 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 do so, as this is where you learn about job and internship opportunities, CMHT 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 Merchandising or Digital Retailing equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Merchandising and Digital Retailing degree plans 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 multiple 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 - SPECIFY HERE HOW YOU WILL CONTACT STUDENTS and CONTINUE WITH THE CLASS.

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
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

Non Traditional Retailing Assignments (120 pts.): Compare and contrast two websites (one domestic and one international) on visual merchandising criteria.

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: 40 pts (including trend presentation)
- 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:

<table>
<thead>
<tr>
<th>Total Points Possible: 1065</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100% = A = 959-1065</td>
</tr>
<tr>
<td>80 - 89% = B = 852 – 958</td>
</tr>
<tr>
<td>70 - 79% = C = 746 - 851</td>
</tr>
<tr>
<td>60-69% = D = 639 - 699</td>
</tr>
<tr>
<td>Below 60% = F = 599 and below</td>
</tr>
</tbody>
</table>

Bonus Points: Students may be provided other opportunities for extra credit. Please remember you will need to follow the assignment requirements to qualify for any bonus points.

* Cell phone/pager penalty = -25!

Tentative Course Calendar

<table>
<thead>
<tr>
<th>Week of:</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 28/30</td>
<td>Holiday</td>
<td>Intro to Course, Business Project Overview</td>
</tr>
<tr>
<td>Sep 04/06</td>
<td>Chapter 1: Creative Thinking: Getting out of the box&lt;br&gt;Chapter 2: What is Visual Merchandising?</td>
<td>Business Image&lt;br&gt;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 Sep 11, 2012</td>
</tr>
<tr>
<td>Sep 11/13</td>
<td>Chapter 3 – Core Design Strategies&lt;br&gt;Window Project Assignment – Details provided&lt;br&gt;Teams select their window display dates</td>
<td>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 – Please fill the team information form – one form per team&lt;br&gt;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.</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Details</td>
</tr>
<tr>
<td>------------</td>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Sep 18/20</td>
<td>Chapter 8 - Signing Store Information Assignment due</td>
<td>Teams will work on the first window sketch. Please get window assignment paper (one per team), pencil, eraser, ruler in class – team assignment</td>
</tr>
<tr>
<td>*Sep 25/27</td>
<td>Chapter 4 – Layout and Fixture for Fashion Apparel Store Atmospherics - Assignment due</td>
<td>Exam 1 – Chapter 1, 2, 3, 8, Business Image</td>
</tr>
<tr>
<td>*Oct 02/04</td>
<td>Chapter 9 – Lighting Layout assignment in Class Signing - Assignment due</td>
<td>Floor Layout Assignment Please get scissors, glue, colors, ruler in class – individual assignment</td>
</tr>
<tr>
<td>*Oct 09/11</td>
<td>Chapter 5 – Fashion Apparel Wall set ups Chapter 6 – Fashion Apparel and Accessory Coordination</td>
<td>No Class, mandatory attendance for Merchandising Event Teams working on windows can start work on their windows either before or after class is done, please meet with me.</td>
</tr>
<tr>
<td>*Oct 16/18</td>
<td>Chapter 13: Mannequins and Mannequin Alternative Fixture and Lighting Layout Assignments Due</td>
<td>Wall Elevation Assignment – due in class Please get scissors, glue, colors, scale in class – individual assignment</td>
</tr>
<tr>
<td>*Oct 23/25</td>
<td>Trend Lecture Wall Elevations - Assignment due</td>
<td>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” Please get window assignment paper (one per team), pencil, eraser, ruler in class – team assignment The teams working on their windows today your sketch is on Friday, no exceptions!!!!</td>
</tr>
<tr>
<td>*Oct 30/ Nov 01</td>
<td>Chapter 12: The magic of the Display Window Store Comparison Assignment Trend Board Paper due</td>
<td>Exam 2 – Chapter 4, 5, 6, 9</td>
</tr>
<tr>
<td>*Nov 06/08</td>
<td>Chapter 7 – Home Fashion Presentation Chapter 11 – Nontraditional retailing Mannequin Assignment Due Online Visual Merchandising Assignment</td>
<td>Trend Board Presentation - The teams who are working on windows will go first Home Fashion Assignment – Please get scissors, glue, colors, and magazines to class</td>
</tr>
<tr>
<td>*Nov 13/15</td>
<td>Online Visual Assignment – Work in Class Window Display Assignment Due</td>
<td>Exam 3 – Chapters 7, 12, 13 and Trend Lecture</td>
</tr>
<tr>
<td>Nov 20/22</td>
<td>Store Comparison Assignment - Field Day</td>
<td>Thanksgiving Break</td>
</tr>
<tr>
<td>*Nov 27/29</td>
<td>Chapter 14 – Building a Visual Merchandising Department Chapter 15 – Visual Merchandising Careers Budget Due Online Visual Assignment – Written Report Due</td>
<td>Store Comparison Assignment - Present in class E-portfolio/ portfolio pages due</td>
</tr>
<tr>
<td>**Dec 04/06</td>
<td>Project Presentation</td>
<td>Project Presentation</td>
</tr>
<tr>
<td>Dec 11/13</td>
<td>Final Exam Dec 13 8:00 am – 10:00 am</td>
<td>* Window Display: **The teams will leave their windows up for the entire winter break.</td>
</tr>
</tbody>
</table>